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# Advertising Age

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THE NATIONAL NEWSPAPER OF ADVERTISING

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DETROIT

10 Cents a Copy, \$2 a Year

Vol. 11, No. 53

December 30, 1940

## Rough Proofs

Believe it or not, Ripley's Christmas cartoon, scheduled for December 25, appeared in a lot of papers on December 26. (They had no issues on December 25.)

Westinghouse will appease embattled consumers in 1941 with four pages of descriptive information on refrigerators and other appliances. After she has read it carefully a few times, Mrs. C. will start suffering from technological indigestion.

With the trend toward giving the consumer more information growing all the time, the automobile industry will continue to make a hit by talking about performance and not specifications.

Do you remember 'way back when the motor car buyer who was determined to get a car that would really run used to spend most of his time looking at new models with his head under the hood?

In spite of the fact that the soft coal industry has decided that it will have to do some real advertising, it is still not prepared to admit that you can do it better with gas.

Visibility is called the major trend in package design. Apparently the field is determined to resist the insidious influence of a sinister character by the name of Yehudi.

For the first time in years, an advertiser is going to talk about the desirability of making shoes out of leather. And, as you have already guessed, he is not talking about women's shoes.

If the so-called glamorous sex had their way, their dainty little hoofs would be shod in butterfly wings and atmosphere, with full reliance on the good nature of the weather man.

Filling stations, the census says, got 6.7 per cent of the consumer's dollar in 1939 as compared with only 3.7 per cent in 1929. And this doesn't include the business of the filling stations that started up after prohibition repeal.

Back of every woman is the shadow of a man, and back of every filling station is the out-stretched hand of the tax collector, getting bigger and hornier all the time.

The Supreme Court of the United States says it can't see any reason why radio stations shouldn't play phonograph records if they want to. Well, then, what's all the shootin' for?

Gladys the beautiful receptionist says she can't understand it. Half the people are happy because we haven't gone into the war, and the other half are happy because they think we are going to.

Take it easy, boys. Remember that at midnight, December 31, you still have 365 days in 1941 in which to make your contribution to the happiness, welfare and prosperity of the wine and liquor industry.

COPY CUB.

## NEW DISPLAY



This display is expected to play an important part in the introduction and sale of the new Pepsodent tooth brush line.

## Pepsodent Claims Revolution in Tooth Brush Field

### Campaign on 50-Tuft Product to Break in January

Chicago, Dec. 26.—Promising that any consumer who is acquainted with simple arithmetic will be able to discern the difference between the 50-cent and 20-cent article, Pepsodent Company will formally announce invasion of the tooth brush field (first announced in ADVERTISING AGE, Nov. 4) in a portfolio to be distributed to every druggist in the country next Monday. Utilizing du Pont's synthetic bristle, the higher priced brush will be dubbed the "50-Tuft" because "it is the only one in the world with 50 tufts in a small head—twice as many tufts as any other tooth brush."

The lower-priced running mate, to be known as the "Professional," will employ the orthodox number of tufts and natural bristle. It will be packed in a die-cut container which will give a view of the streamlined proportions developed by Loewy and which are equally conspicuous in the "50-Tuft." While the latter is doing some trail-blazing in many respects, it will adopt an innovation hitherto confined to Dr. West—the glass container which stands out so sharply in comparison with brushes packed in more conventional packages.

### Plans for Advertising

An intensely practical display stand and a free deal for the public are other points in Pepsodent's neatly wrapped merchandising (Continued on Page 21)

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## Vast Market Seen in 16% Increase in Family Units

### Johnson Outlines Opportunities for Goods Sold on Family Basis

New York, Dec. 24.—An expanding market during 1941 for products and services sold primarily to the family unit rather than on a per capita basis was forecast today by Arno H. Johnson, director of research of J. Walter Thompson Company, on the basis of an analysis of census returns.

The family unit classification, he pointed out, accounts for about 45 per cent of the total consumption expenditures by all people in this country. Included in this group are automobiles, telephones, refrigerators, radios, pianos, washing machines, hardware, fuel, heating and cooking equipment, housing, furniture, electrical appliances, silverware, home furnishings and even insurance. All of these depend for sales expansion primarily on the number of families rather than on the number of individuals.

"Far too much attention has been focused on the declining rate of growth of the U. S. population," in Mr. Johnson's opinion. "Too few have recognized the significance of the offsetting increase in family units. The new 1940 census shows that while the population has grown approximately 7 per cent since 1930, the number of family units has grown 16.3 per cent, or over twice as fast as population."

### 35,000,000 Families

Mr. Johnson estimates that the 1941 total of family units will exceed 35,200,000, which is a figure substantially larger than the 30,000,000 family total frequently used in calculating "saturation" points for such products as household appliances and automobiles.

"Some industries which should have felt the stimulus of this continued growth in family consuming units during the last 10 years have lagged while others have taken full advantage of the expanding market (Continued on Page 21)

## U. S. Plans Suit Against ASCAP, BMI, and Nets

### NAMED BY MARKETERS



Howard T. Hovde

## New AMA Leader Warns Against Boom Psychology

Chicago, Dec. 28.—Dr. Howard T. Hovde, assistant professor of marketing in the Wharton School of Finance and Commerce, University of Pennsylvania, was elected president of the American Marketing Association today at the closing session of the association's three-day convention at the Stevens Hotel.

Dr. Hovde, who succeeds Donald R. G. Cowan, director of commercial research, Republic Steel Corporation, Cleveland, has been a member of the faculty of Pennsylvania's Wharton School continuously since his graduation from that school in 1922. He is a re- (Continued on Page 21)

## Arnold Steps Into Music War with Criminal Proceedings

Washington, D. C., Dec. 27.—Adopting a "plague on both your houses" attitude toward the ASCAP-Radio music controversy, the federal government, in the person of Assistant Attorney General Thurman Arnold, today stepped into the breach and announced that criminal anti-trust proceedings will be instituted against ASCAP, Broadcast Music, Inc., Columbia Broadcasting System and National Broadcasting Company.

The action, scheduled for Milwaukee shortly after Jan. 1, will involve eight charges:

1. The illegal pooling of most of the desirable copyright music available for radio broadcasting in order to eliminate competition and to monopolize supply.
2. Illegal discrimination against users of copyright music.
3. Illegal discrimination against composers who are not members of ASCAP or Broadcast Music, Inc.
4. Withholding music from publication in order to exact fees not permitted by the copyright laws.
5. Illegal price fixing.
6. Restraining composers in their right to bargain for the sale of their own music.
7. Requiring users of music to pay for tunes on programs in which no music is played.
8. Mutual boycotts by ASCAP and by the broadcasting chains (through BMI) in an attempt by each of these conflicting groups to obtain for themselves control over the supply of music by depriving the others of control, which boycotts threaten to restrain and obstruct the rendition over the radio of about 90 per cent of the desirable modern copyright music.

### Follows Breakdown of Negotiations

The Department of Justice decision followed an apparent breakdown in negotiations between ASCAP and federal officials for a consent decree that would have terminated a six-year old anti-trust suit against the Society. The position of the Department of Justice was summed up by Mr. Arnold as follows:

"For a number of years the anti-trust division has received constant complaints against the activities of ASCAP.

"The original purpose of ASCAP was one which the Department recognizes to be legitimate, i. e., collective action to protect its members from piracy of their copyrights. Activities which further this purpose have not been questioned by the Department and are not attacked in these proceedings.

### Went Beyond Necessities

"However, the Department for many years past has frequently called to the attention of ASCAP practices which went far beyond the necessity of protecting its members in their copyright privileges—practices which were designed solely for the purpose of eliminating competition in the furnishing of music, and securing a monopoly control over the supply.

"Recently, through BMI (an association controlled by the major broadcasting chains), the National Broadcasting Company and the Co-

## Last Minute News Flashes

### Hitch Seen in Sale of WMCA to Noble

Washington, D. C., Dec. 27.—A possible hitch in the sale of WMCA, New York, to E. J. Noble, chairman of Life Savers Corporation, cropped up when it was learned that Donald Flamm, WMCA president, had petitioned the FCC to withdraw its approval of the transfer. The FCC has refused, asserting that while the deal, supposed to have been completed by Dec. 31, has been approved, it need not be carried through unless all parties are in agreement.

### Fred Davis of General Electric Company Dies

Schenectady, N. Y., Dec. 27.—Fred R. Davis, media relations manager of General Electric Company and a founder of the Audit Bureau of Circulations, died at his home here yesterday after a long illness. He was 64 years old, and had been with G-E since 1901. In charge of space buying for many years, he had supervised the purchase of over \$1,000,000 worth of magazine and newspaper space annually for a long period. He was an ABC director for 20 years, was third vice-president 1922-27 and first vice-president 1927-34.

### \$1,500,000 Set as Initial Dress Industry Budget

New York, Dec. 27.—Confirming the figure reported in last week's ADVERTISING AGE, the joint promotion committee of the New York dress industry met today and set \$1,500,000 as its initial annual budget. Of this sum \$1,000,000 is to be subscribed by the dress industry through a per unit levy system, with the remainder coming from related interests.

### Wyandotte Cleaners in First Consumer Campaign

Wyandotte, Mich., Dec. 27.—Advertising of J. B. Ford Company will appear in consumer media during 1941 for the first time when a list of general magazines will be used for Wyandotte Cleaners.



lumbia Broadcasting System have engaged in, and threaten to continue on a larger and larger scale, restrictive practices similar to those which the Department charges were illegally instituted by ASCAP. It is claimed that these activities were necessary to protect the broadcasting chains from the illegal activities of ASCAP.

"The department is not concerned with the question as to which organization was the aggressor. Each of these groups today is charged with using illegal methods to wrest the control of copyright music from the other.

**Public Is Loser**

"The threatened conflict is already in its first stage. The mutual boycotts already begun will hamper and obstruct the rendition of all copyrighted music over the radio and deprive the public of the privilege of hearing that music except on terms dictated by the victor in the contest. In such a struggle the public is in the position of a neutral caught between two aggressive belligerents.

"This department cannot sit by and see ASCAP and the broadcasters engage in a private war at the expense of the public, using violations of law as their weapons in order to fight fire with fire. We have tried to obtain voluntary agreement to form the basis of a working peace which would eliminate the illegal activities and allow the associations of composers to continue their legitimate function of protecting their members from piracy. Those efforts, which a few days ago appeared to be on the verge of success, have failed. Now we have no choice but to proceed with a criminal prosecution to protect the interests of the public in orderly competition in the distribution of music."

**Forcing a Settlement**

Spokesmen for both ASCAP and broadcasters expressed surprise over the Department of Justice announcement but each voiced gratification over the fact that the accusing finger was pointed at the opponent. Off-the-record comments

also indicated a belief that the federal government's intervention was a gesture designed to bludgeon the opposing parties into a settlement.

Speaking for the National Association of Broadcasters, Neville Miller, who is also president of BMI, asserted that the Department of Justice's statement "shows it does not understand the setup of BMI." While the two networks have participated actively in the development of BMI, they own together only 17.1 per cent of the stock, he said.

"Broadcast Music is not the creature of CBS and NBC. It was formed by mandate of the National Association of Broadcasters in open convention and more than 600 stations are the owners of its stock and the users of its music."

**Confident of Victory**

He added that in setting up BMI "we had competent legal advice and are confident that it is in no sense violative of the law." Mr. Miller also expressed amazement over the fact that BMI became a target for legal action only after ASCAP consent decree negotiations had broken down.

He expressed the hope that before the suit is actually instituted the government will accord broadcasters at least the same consideration that has been given "a society which it has itself branded as a law violator over an extended period of years."

Gene Buck, president of ASCAP, extended "sincere congratulations" to Mr. Arnold for including the radio networks in the anti-trust suit. Heretofore, he declared, ASCAP "has been singled out as the big, bad wolf." And this is the first time that the Attorney General's office "has addressed itself publicly to doing something about the monopoly, the power and the activities of our opponents."

**Explains Negotiations**

He attributed the breakdown in the consent decree negotiations to the Attorney General's insistence "that we accept a decree requiring the Society to do business as pre-

scribed by certain laws which the broadcasters succeeded in having enacted in Nebraska, Florida and other states in 1937." Inasmuch as the Supreme Court has agreed to review lower court decisions on the validity of such statutes, the Society prefers to obtain an authoritative ruling on the whole question from the nation's highest tribunal, Mr. Buck added.

**Stations Sign with ASCAP**

He also asserted that ASCAP is still willing to "meet the broadcasters any time, any place, anywhere to negotiate and settle our difference."

Following the decision of station WHN to sign a new ASCAP contract, WNEW said today it will follow suit. New York's municipal station, WNYC, will also sign up with ASCAP.

A new angle in the controversy was contributed by band leader Tommy Dorsey, whose half-hour "Fame & Fortune" show is broadcast from 8:30 to 9 p. m. on Thursday over 89 NBC Blue stations, under the sponsorship of Lewis Howe Company.

**Confusion Charged**

Since the program was instituted last October, it has featured a contest for amateur songwriters, with winning entries to be published by BMI. Mr. Dorsey complained this week that no winners have been published, thus discouraging entries and violating his understanding with BMI. His complaint, he said, was made with the knowledge of Stack-Goble Advertising Agency, which handles the show.

BMI answered that Mr. Dorsey was misinformed, that four contest songs have already been published and 16 others are in the process. Titles of those published are "Why Am I Still Dreaming," "Too Late," "A Little in Love," and "How Can We Know." The remaining 16 will be pushed into print as soon as the BMI crowded publishing schedule permits.

Trade reports have indicated that the Dorsey show has not met with the success anticipated. A change in format by which the song-writing contest would be dropped has been reported. The Dorsey band is to be retained, it is understood.

(Other news of the radio music situation appears on Page 22 of this issue.)

**Holds Opens House**

The Women's Advertising Club of Chicago will hold open house from 5 to 7 p. m., Dec. 30, in its new headquarters at Hotel Sherman in honor of Mercedes Hurst, a past president of the club, who was recently elected a vice-president of the Advertising Federation of America.

**Holeproof Adds Nylon Lingerie to Production**

The production of nylon lingerie has been begun by Holeproof Hosiery Company, Milwaukee, in addition to nylon hose previously in production.

Ten per cent of the company's plant facilities are being devoted to the new line.

**Brown to Studebaker**

B. A. Brown, who has been advertising manager of the Studebaker Corporation of Canada, Ltd., Walkerville, Ont., since 1934, has been appointed assistant sales promotion manager of the Studebaker Corporation, South Bend, Ind.

**Brownell to Lockwood**

Adon H. Brownell, an authority on builders' hardware, has been appointed general sales manager of the Lockwood Hardware Mfg. Company, Fitchburg, Mass.

**Adds Two Papers**

Western Representatives, Los Angeles, has been named to represent *Spirits* and *Southwestern Retailer* on the West Coast.

**Ivey & Ellington Bonus**

All employees in the New York and Philadelphia offices of Ivey and Ellington received a Christmas bonus.

**Pre-Christmas Week Retail Linage Up 22% Over Last Year**

**"Advertising Age" Index Reveals Much Holiday Buying**

Chicago, Dec. 26.—Retail newspaper lineage, as measured by the ADVERTISING AGE Index of Retail Activity, showed the largest gain of the year during the week ended Dec. 21, when pre-Christmas advertising pushed the Index 22.1 per cent above the corresponding week of 1939.

The newspapers of the 82 major cities upon which the Index is based printed a total of 30,802,721 lines of retail display advertising during the seven-day period ended Dec. 21, compared with 25,224,632 lines for the corresponding week of last year. This was an actual increase of 5,578,089 lines, or 22.1 per cent. Compared with the pre-Christmas week of 1938, when 23,924,047 lines were carried in the newspapers of the same cities, the 1940 figure shows an increase of 28.7 per cent.

The significance of the figures is obvious, since through its years of operation the ADVERTISING AGE Index of Retail Activity has proven that, although not necessarily perfect from a scientific standpoint, there is a definite correlation between volume of retail advertising in any particular market and the status of retail trade in that market.

**Widespread Gains**

The huge increase in pre-Christmas advertising this year therefore indicates that holiday business was exceptionally good for retailers this year, perhaps exceeding in volume that of any Christmas period during recent years.

Gains were widespread throughout the country, only one of the 82 cities in the Index showing a loss for the week. The remainder showed increases, with gains of 20 or 30 per cent or more extremely common. With figures for one city missing, and one other showing a loss, the summary for the remaining 80 was as follows:

Gained 1 to 10 per cent, 14; 11 to 20 per cent, 25; 21 to 30 per cent, 25; more than 30 per cent, 16. Grand Rapids, Mich., showed an increase of 107 per cent, but had to take second place to San Diego, Cal., where an increase of 121 per cent was registered.

**Largest Gain of Year**

The largest previous weekly increase over 1939 was registered during the third week in September, when the lineage curve showed a gain of approximately 14 per cent over the corresponding month of last year. The next highest increase was in mid-March, when a gain of 11 per cent was shown. Otherwise, week by week gain and losses alike have been well within a five-point range of last year.

Detailed figures for each of the cities measured, as well as a chart showing week-by-week variation for the entire year to date, appear on Page 20 of this issue.

**Print Order for 'Reader's Digest' Now 4,100,000**

Pleasantville, N. Y., Dec. 26.—A mystery that has occasioned considerable conjecture among advertisers and publishers in recent years was officially solved this week when *Reader's Digest* laid claim to the largest magazine circulation in the world with a total of 4,100,000 paid copies for the January issue.

The figure made known includes the British Empire edition of 180,000 copies, printed in London, and the new Spanish-language edition, *Selecciones del Reader's Digest*, 225,000 copies, distributed throughout Latin America.

Mr. and Mrs. DeWitt Wallace, who own and edit the magazine, pointed out that when it was first launched in 1922 "it was generally believed that a magazine of serious articles, without fiction or illustrations, could never attain a circulation exceeding 200,000."

Besides the additions mentioned, *Reader's Digest* also appears monthly in a Braille edition, issued on a non-profit basis in cooperation with the American Printing House for the Blind. For those of the blind who cannot read the Braille system, a "Talking Book of the Reader's Digest," composed of phonograph records, is distributed monthly.

**Stuart to CBS**

J. Nelson Stuart, former director of advertising and sales promotion of the Kelvinator Division of the Nash-Kelvinator Corporation, has become a member of the Detroit staff of the Columbia Broadcasting System.

**Mann Heads AC**

George Mann, Jr., has been made head of the AC Spark Plug Division of the General Motors Corporation. He succeeds L. Clifford Goad, who has been advanced to the position of assistant in charge of the corporation's accessory divisions.

**Lautenslager to Tappan**

Jack Lautenslager, formerly with Howard Swink Advertising Agency, Marion, O., has been made assistant advertising manager of the Tappan Stove Company with headquarters in Mansfield, O.

**Name Wilkin Manager**

Reid Wilkin, formerly sales manager for American Art Works, has been appointed manager of the Novelty Advertising Company, Coshocton, O., succeeding the late Julius Biehl.

**Radio License to Sherer**

C. T. Sherer Company, Worcester, Mass., has been granted a license by the Federal Communications Commission to construct a broadcasting station to operate on 1,200 kilocycles and 250 watts, unlimited time.

**Appoints Annette Palan**

Miss Annette Palan, formerly with Senack Shoe Company and Tober-Saifer Shoe Company, has been appointed fashion coordinator and merchandising counsel for Robert Laserson & Co., St. Louis agency.

**Transitads Moves**

National Transitads, New York, has moved to 10 E. 40th street.

ONE-HALF CARAT, PRICED BETWEEN \$100 AND \$200

ONE CARAT, PRICED BETWEEN \$325 AND \$600

TWO-CARAT STONES, GENERALLY PRICED FROM \$900 TO \$1750

THREE-CARAT STONES ARE OBTAINABLE FROM \$1500

DEBEERS OF KIMBERLEY USES THIS ILLUSTRATION IN THEIR ADVERTISING TO EMPHASIZE THE RANGE OF CURRENT PRICES FOR DIAMONDS.

DEBEERS POINTS OUT THAT THE VALUE OF A DIAMOND IS DETERMINED BY ITS COLOR, ITS CUT, AND ITS FREEDOM FROM FLAWS, AS WELL AS BY ITS SIZE. THEY PARTICULARLY NOTE THAT THE PRICE PER CARAT INCREASES AT A GREATER RATIO THAN THE INCREASE IN SIZE.

20,523 PRESIDENTS AND SOME 30,000 OTHER EXECUTIVES ARE REACHED BY DUN'S REVIEW. THIS FIRST QUALITY EXECUTIVE COVERAGE IS MADE INCREASINGLY VALUABLE BY THE FACT THAT, EXCLUSIVE OF BANKS, FINANCIAL AND INSURANCE COMPANIES, (WHICH ARE NOT RATED) 47.4% OF THEIR COMPANIES ARE RATED IN THE TOP BRACKET, \$125,000 TO OVER \$1,000,000. Illustration: Courtesy N. W. Ives & Son, Inc.

★ PERSONAL ATTENTION



★ STANDARD STUDIOS INC

540 N. MICHIGAN AV. • 410 N. MICHIGAN AV. • WHI 5355



# THANK YOU FOR A HAPPY 1492!!

*Shopping Newspapers* are Advertising's 1492! . . . we are simply the Columbus of a continent that already existed . . . but even according to modern figuring, this message of thanks is several years too soon . . . for, tomorrow is the end of our first calendar year and ordinarily, at this time, a new enterprise should be counting its scars instead of its scores . . . yet we who first made *Shopping Newspapers* accessible to the nation-wide advertiser have only progress to report . . . the response has been as unique as the story . . . everybody is so eager for news of a medium that rings up so much on the cash register for the advertiser and

so little for itself! . . . our only surprise is that recognition should be so phenomenal so soon! . . . even we are surprised by this medium of surprises! . . . nobody seems exempt from the benefits of *Shopping Newspaper* dynamics! . . . we cannot, of course, claim credit for *Shopping Newspaper* results, for these had long been established by the greatest retail institutions of America . . . but it's credit enough to have brought them to your attention and reward enough to recall from the first calendar year of our operation . . . *chronologically 1940 . . . analogically 1492 . . .* these happy and significant experiences:

***266 Nationally Advertised Products Used Shopping Newspapers.***  
***147 Advertising Agencies Placed Them in Shopping Newspapers.***  
***World-Famous Names Made Their Debut in Shopping Newspapers.***  
***Acid Tests Grew Into Expanded Schedules in Shopping Newspapers.***  
***Spring Accounts Continued as Fall Accounts in Shopping Newspapers.***  
***Fall Accounts Are Next Spring Accounts in Shopping Newspapers.***

THE GREAT MIGRATION TO THE CONTINENT  
OF CONTROLLED CIRCULATION HAS BEGUN!

Shopping Newspapers can be bought a la carte  
. . . Singly . . . Sectionally . . . Nationally . . .  
Group and Continuity Discounts, of course.  
Controlled Circulation: 6,706,404 homes.



**JAMES A. COVENEY CO.**

444 MADISON AVENUE, N. Y.

39 SOUTH STATE STREET, CHICAGO

225 SOUTH 15TH STREET, PHILADELPHIA

Copyright by James A. Coveney Co.

**SHOPPING NEWSPAPERS NETWORKED COAST-TO-COAST**



# 46 Newspapers Carry Page for 'No War' Committee

## "Cedar Rapids Gazette" Publisher Heads Group Starting Drive

New York, Dec. 24.—The battle to mold American public opinion on the international situation achieved a new pitch of intensity today as the last of 46 newspapers from coast to coast received full-page insertions setting forth the viewpoint of the No Foreign War Committee, headed by Verne Marshall, editor, Cedar Rapids Gazette, with the avowed intention of counteracting the efforts of William Allen White's Committee to Defend America by Aiding the Allies.

The new group's initial advertising splurge, entailing an expenditure of \$46,000, is being financed by the Cedar Rapids Gazette, with copy being placed by C. Wendell Muench Company, Chicago. In soliciting contributions, however, Mr. Marshall emphasized the need for immediate funds, asserting:

"Until now the money and credit of the newspaper with which I am identified, out in Iowa, has financed this entire campaign to keep the United States out of war, at the same time completely preserving the honor, dignity and power which are inherently America's. We Iowans are not millionaires, and we are thinking only of our country.

### Money Needed

"We cannot much longer compete alone against the resources supporting the William Allen White committee. Our funds will be inadequate unless there is substantial aid, at once, from patriotic Americans. Advertisements such as this cost money—thousands of dollars—when inserted in many newspapers, and this one is being published from coast to coast."

Although no further advertising is planned by the Marshall committee until the nationwide reaction to the opening message has been gauged, spokesmen for the group said today that activity

## NEWEST GROUP TO USE ADVERTISING



# Best Christmas Gift!

The best Christmas gift for your family would be a safe and sane America.

The best protection you could give your children on this year's Christmas Day of 1940 would be complete independence and freedom from the grips of international intrigue against the peace and security of their country and ours.

We are giving every our national children, ready as you go to see in 1917-1918. And in what purpose?

But we may be at war again unless you spring into immediate action to defend all the millions of a free America, as headed down to us by such men as Washington, Jefferson, Madison, Monroe, Patrick Henry, Abraham Lincoln and a host of great patriots. Their lives could have devoted that these things to which they dedicated their lives might see they be sacrificed to satisfy the face for political and economic greed of the government and men who are the real masters of great wars.

Help the No Foreign War Committee 510 W. 42nd St., New York City, to prevent the internationalism of 1918 from bringing upon the world a calamity such as we have known before, by dragging the greatest nation of them all down to the wreckage which inevitably follows total war.

Please send your contributions as soon as you Treasurer, Robert A. Lawrence. Every penny of contribution received by us will be acknowledged and gratefully recorded. One of the best forms of certified public accountants in the U. S. A. will

make an accounting of our receipts and disbursements, weekly.

I will save the names and amounts of the newspaper with which I am identified, and in Iowa, has financed this entire campaign to keep the United States out of war, at the same time completely preserving the honor, dignity, and power which are inherently America's. We Iowans are not millionaires, and we are thinking only of our country.

We cannot much longer compete alone against the resources supporting the William Allen White Committee to Defend America by Aiding the Allies. Our funds will be inadequate unless there is substantial aid, at once, from patriotic Americans. Advertisements such as this cost money—thousands of dollars—when inserted in many newspapers, and this one is being published from coast to coast.

The greatest nation of them all down to the wreckage which inevitably follows total war.

Please send your contributions as soon as you Treasurer, Robert A. Lawrence. Every penny of contribution received by us will be acknowledged and gratefully recorded. One of the best forms of certified public accountants in the U. S. A. will

**\* NO FOREIGN WAR COMMITTEE \***

**New York City  
OR  
Cedar Rapids, Iowa**

Verne Marshall, editor of the Cedar Rapids Gazette, is the moving spirit behind the No Foreign War Committee, which this week broke its first advertising with this full page in newspapers.

would be expanded if sufficient funds materialize. They pointed to Mr. Marshall's designation of the campaign as a "fight to the last ditch to prevent the interventionists of 1940 from bringing upon the world a calamity such as it has never known before, by dragging the greatest nation of them all down to the wreckage which inevitably follows total war."

### Ever Ready Label Pays Annual Bonus

Ever Ready Label Corporation, New York, distributed a Christmas bonus of a half month's salary to every employee.

At the Christmas party at which the bonuses were distributed Sidney Hollaender, president, announced that the company was considering a profit-sharing plan for 1941 with a bonus distribution every three months. Continuation of such employee benefits as group life insurance, health insurance and hospitalization also were announced.

### Announces Special Issue

The January issue of Interiors will be a special number in observance of the tenth anniversary of the American Institute of Decorators. Included in the issue will be a 20-page portfolio presenting renderings of original interiors created by members of the AID.

## Shell Expands Use of Magazines and Newspapers

New York, Dec. 24.—An expanded newspaper and magazine campaign will be used by Shell Oil Company in 1941 to tell the success of research in pointing the way to constant improvement of Shell products.

According to H. L. Curtis, advertising manager, the newspaper budget will be doubled over the 1940 level. Color pages in national magazines will also be employed to carry the message. J. Walter Thompson Company is the agency.

The detailed promotion plan will be revealed to dealers at a meeting early in January. A motion picture has been prepared as the medium for conveying the advertising program to retailers.

### Y&R Names Harrington

Thomas Harrington, director of radio, has been named a vice-president of Young & Rubicam, New York, effective Jan. 1. Mr. Harrington has also become a stockholder of the agency in addition to Bryan Houston, vice-president and contact supervisor; John Van Horson, manager, merchandising department; T. S. Reppler, copy supervisor; Thomas Lewis, manager, radio department; Hubbell Robinson, supervisor of radio talent; and Joseph Moran, supervisor of radio commercials.

### Gets Pepper Whisky

Gibson Distilling Company, New York, has appointed Federal Advertising Agency, New York, to handle advertising of James E. Pepper whisky. Federal is already directing promotion of Gibson whiskeys.

### Promotes New Slip Line

Industrial Undergarment Corporation, Poughkeepsie, N. Y., will introduce its new line of Starcrest slips in a magazine campaign in the spring. About eight magazines will be used. The company will also increase magazine advertising for Stardust Life Insured slips. Norman D. Waters & Associates, New York, is the agency.

### To Larger Quarters

The Daily Journal of Commerce, Portland, Ore., has moved to larger quarters in the Neighbors of Woodcraft bldg. New equipment also is being added.

# Research Peak May Be Set by Meat Campaign

## Thinking Behind Campaign Told to Marketing Association

Chicago, Dec. 26.—Though intensive research preceded the \$2,000,000 campaign of the American Meat Institute, efforts in this direction will not be permitted to lag during the actual appearance of the campaign, R. N. Heath, executive vice-president, Leo Burnett Company, assured a large audience at the opening meeting of the 25th annual convention of the American Marketing Association this afternoon.



Mr. Heath was the final speaker on the program, following four media representatives who were allotted 20 minutes each to highlight the superior virtues of their respective vehicles. Fred Dickinson, Bureau of Advertising, American Newspaper Publishers Association, spoke for newspapers; Frank Braucher, Periodical Publishers Association, for magazines; F. N. McGehee, Outdoor Advertising, Inc., for that field, and Paul Peter, National Association of Broadcasters, for radio. Mr. Peter substituted for Frank Stanton, Columbia Broadcasting System.

Vernon D. Beatty, advertising manager of Swift & Co., presided. Elmo Roper, of Fortune fame, has been retained to conduct unremitting study of consumers' attitudes toward meat, Mr. Heath said. In the meanwhile, early results from the advertising are believed to be all that could be hoped for by the most optimistic. The Institute has at times been overwhelmed by the response from housewives, physicians, government officials and others.

## Questions Are Reworded

How the agency found it necessary to reframe many questions was related by Mr. Heath in describing its early research efforts. "Do you believe that some cuts of beef are more nourishing than others?" was discarded in favor of a question which asked the housewife to decide which of two specific cuts is the more nutritious. While the campaign is designed to produce immediate results, the long range view is also exemplified. The Institute is particularly anxious to cultivate the favorable opinion of young women who will be tomorrow's brides and accordingly will be planning their own menus. The emotional appeal which pervades the copy is calculated to produce that result.

### Major Holman to Army

Major John A. Holman, general manager of KDKA, Pittsburgh, has been ordered by the War Department to report to the chief signal officer Jan. 17. No successor has yet been appointed.

### Two Name J-W-T

E. R. Squibb & Sons, New York, and Kraft Cheese Company, Chicago, have appointed the Buenos Aires office of J. Walter Thompson Company to handle their advertising in Argentina.

### McLennan Named "Rep"

Howard McLennan, Detroit, has been named to represent Brewers Digest and Bakers Digest in Michigan and Ohio.

rected, Mr. Heath said. Another by-product of the campaign has been some effective tie-in copy by railroads, restaurants and others. Mr. Heath summarized the task of the industry and of the agency by saying it was merely to prove to the public that its desire for meat was a natural and healthy one, or "to give it a reason for doing the thing it wants to do."

## Philadelphia Ad Women Plan WCAU Series

A bi-monthly educational series of broadcasts by the Philadelphia Club of Advertising Women on the fundamentals of advertising and the vocational possibilities for women in the field, were begun over WCAU, Philadelphia, Dec. 21. Programs are under the supervision of Ruth E. Clair, the club's director of radio activities, and Harry Marble, WCAU's assistant program director.

Each program is a round table forum with guests who are prominent in the field under discussion. On the opening program Virginia Whitaker, Philadelphia Record, and Mrs. Eleanor M. Winslow, manager of retail publicity for the Ladies' Home Journal, joined Miss Clair in a discussion of "Advertising Careers for Women in the Field of Publications."

## Elect Stowell Director

L. C. Stowell, executive vice-president of Underwood Elliott Fisher Company, has been elected to the board of directors of Pitney-Bowes Postage Meter Company, Stamford, Conn. New officers elected by the board include: W. R. Greenwood, vice-president and general sales manager; John H. Pratt, Jr., vice-president and plant manager, and W. F. Bernart, Jr., executive assistant to the president.

## Appoint Townsend

Publicity Service, Montpelier, Vt.; The Lodge at Smugglers' Notch and the Waterbury Chamber of Commerce are placing their winter sports campaigns through the Townsend Advertising Service, Burlington, Vt.

## Dayton Acme Appoints

Dayton Acme Company, Cincinnati, maker of precision testing instruments for fluorescent lighting fixtures, has appointed Keeler & Stites Company, Cincinnati, to direct its advertising.

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**35,021,292 IN KEY MARKETS!**

That's the average circulation per week on 3578 cabs in 43 key city markets—at a cost of 10.4c per 1000! For details, write Wm. E. Whaley Co., Washington Bldg., Louisville, Ky.

**WHALEY TAXIPOSTERS**

**NEW HAVEN TOPS CONN. WHOLESALE MARKET**

New Haven is the great wholesale and jobbers' distribution city for Southern New England. Ships by sea and the second largest railroad terminal in America feed much of New England with merchandise. May we send you a colored brochure describing pictorially, Register City? Address The Register, New Haven, Conn.

**1350 NEW \$10. STOCK ADVERTISING PHOTOGRAPHS TO HELP TELL YOUR SALES STORY.**

Enclosed find my check for \$5.00 for your new Reserve Illustration Catalog and the 12 supplements.  Send the book an approval for 10 days; if I do not return it in good condition within that time, send your bill.  This \$5 will be refunded with the first stock picture purchased within one year.

Individual's name \_\_\_\_\_  
Firm name \_\_\_\_\_  
Address \_\_\_\_\_

**IF YOU USE PICTURES SEND IN THIS COUPON NOW.**

**UNDERWOOD & UNDERWOOD**  
319 E. 44th ST., N. Y. C.      241 E. ONTARIO ST., CHICAGO



## 'Step Up' Selling Expected to Boost Kelvinator Volume

Detroit, Dec. 24.—Kelvinator's 1941 prices, as officially announced last week, disclose no change in the base price from last year's \$114.75, although other models in the line have been reduced up to \$30. It had been indicated at the annual sales convention here earlier this month that the base price would be \$5 higher but before public announcement of the new line was made, it was decided to continue the same base price as last year.

The new line comprises eight models in two sizes, each one-half cubic foot larger than last year. There are six models in the 6½ cubic foot size, ranging from \$114.75 to \$179.95; and two in the 8¼ cubic foot size, priced at \$179.95 and \$209.95. The lowest price for a fully equipped refrigerator in the 1941 line is \$124.95, a new low for an equipped box, comparing with \$139.95 last year.

The "step-up" selling feature of the line, which was such a big success for dealers in 1940, has been accentuated. Visible features show in an obvious manner the increased value of each cabinet in the line. Price steps are low, and so are easily justified by salesmen. Last year Kelvinator referred to this as "step-up" selling. Now because of the increased value and the additional features, sales manager Frank Pierce calls it "step-up" buying.

### Continue Basic Policies

According to Mr. Pierce, the basic policies which resulted in Kelvinator's breaking all records for sales gains during the past year have been adopted as a nucleus of the company's 1941 selling plan. He emphasized, however, that the 1940 program had been only the first step in a long-range sales plan, and that in 1941 Kelvinator would lustily pursue its policy of putting the dealer's needs above everything else in an effort to further reduce his problems and improve his position.

"Briefly," he explained, "this is what we've done in 1941: We have further reduced and simplified our line by concentrating it in eight models. We've produced a new low-price program that is more effective because every model in the line is an obviously greater value. By building a greater product story in 1941, Kelvinator's prices represent even more outstanding values. And we've topped this by reducing prices on some models as much as \$30.

"We've designed a more attractive 'step-up' plan based on a price scale in which the exact value of the features in every model deter-

### IT'S READY



## Radio Answers the Call of Total Defense

*How RCA emphasized the radio industry's contributions to national defense.*

**HOW AND COMMUNICATIONS** READY AND URGENT

**TRAINING**

**RESEARCH AND DEVELOPMENT**

**MANUFACTURING**

**SALES AND SERVICE**

**CONSUMER EDUCATION**

**INTERNATIONAL RELATIONS**

**ADVERTISING**

**ENTERTAINMENT**

**TELEVISION**

**PHONOGRAPH RECORDS**

**BOOKS AND PAMPHLETS**

**CONTRIBUTIONS TO NATIONAL DEFENSE**

### RADIO CORPORATION OF AMERICA

How RCA emphasized the radio industry's contributions to national defense.

mines its cost. In 1939, after salesmen had told us it was almost impossible logically to justify price differences between low-priced models and fully-equipped models, we devised for our 1940 program a 'step-up' plan that was so sound that 80 per cent of all Kelvinator sales averaged over \$160.

"We are projecting this year a more comprehensive plan of selective markets for Kelvinator dealers, as indicated in our slogan 'A Market for Every Dealer; A Dealer for Every Market.'

### New Gadgets Appear

"This year we have provided a more convincing answer to the replacement market problem in the new 'Moist-Master' models with the 'Cold Mist Freshener,' glass door interior and all glass shelves. To further increase value, we have added many extras to all models in the line."

As was the case last year, Kelvinator will again feature its freight paid policy which makes possible the publishing of uniform, installed prices in national advertisements. This, according to Pierce, was a big factor in getting the 1940 Kelvinator price program across to the public.

The Leonard line of electric refrigerators, built by Nash-Kelvinator Corporation, parallels the Kelvinator line in every respect except that there are only five models in the 6½ cubic foot size, the porcelain model being omitted. Prices are the same as for corresponding Kelvinator models.

### G-E PRICES START AT \$115 FOR SPECIAL MODEL

New York, Dec. 24.—Suggested list prices for the 1941 line of General Electric refrigerators begin at \$114.95 for the special six cubic foot model, H. L. Andrews, vice-president of the G-E appliance and merchandise department, announced today. The line contains two other "sixes," two "sevens," and two "eights," in addition to special large and small models. "These prices make seven cubic foot models available at prices applying to six-foot models in 1940," Mr. Andrews said.

### WESTINGHOUSE CUTS REFRIGERATOR PRICES

Pittsburgh, Dec. 24.—Price cuts ranging up to about \$50 on medium and higher-priced refrigerators have been announced by Westinghouse Electric & Mfg. Company for 1941. The price of its basic six cubic-foot model, however, which sold for \$114.95 in 1940, has been raised to \$119.95, with the possibility that it may be lowered again to meet competition.

## RCA Tells Story of Defense Work in Special Copy

New York, Dec. 24.—Radio Corporation of America took five-column space in all eight daily newspapers here yesterday to "call the roll of its services to the nation" and describe how radio "answers the call of total defense."

Copy outlines the national defense role of RCA world-wide communications, marine communications, broadcasting, manufacturing, research and engineering, inventions licensed to other manufacturers, training of students and labor relations. It is pointed out that the total of RCA employees increased during 1940 from 22,000 to 27,000, and that principal officers and many employees are members of the Army and Navy Reserves.

It was learned that the institutional message is a one-time shot which will also be printed next week in newspapers of about 20 other major cities. A few papers in smaller cities will receive 1,000-line copy, and the rest the full five-column insertion.

In Washington, D. C., publication of the message will be delayed until after the first of the year,

when Senators and Representatives will be back for the opening session of the new Congress.

Lord & Thomas is the agency.

### Typography Contest for Inland Meeting

Its second annual typography contest will be a feature of the annual convention of the Inland Daily Press Association in Chicago Feb. 18-19.

Twenty points each will be the maximum score for head dress, body dress, advertising typography, general makeup and press work. Member papers will be divided into four classes, according to circulation.

### "Super Market" Appoints

Phillips & McManus, Chicago, has been appointed advertising representative in the Chicago territory for *Super Market Merchandising*. T. W. McManus, formerly with R. F. Farnham & Sons, and Burdette Phillips, formerly Cleveland area representative for the publication, have formed the new company.

### Winter Joins Baker

Norman Winter, formerly with Miller Broadcasting System, New York, has been appointed director of radio of Lynn Baker Company, New York.

## RCA Booklet Prepares for Re-Allocation Day

The tube and equipment division of the RCA Mfg. Company, Camden, N. J., is supplying 100,000 radio service men and dealers with a booklet entitled, "Radio's Moving Day," which shows service men the opportunities for business when all U. S. radio frequencies above 730 kilocycles are to be re-allocated. It points out that while resetting automatic push button receiver controls there will be an opportunity to sell a complete check-up service, alignment, new tubes, new antenna, a second receiver and other accessories.

A direct mail campaign will be provided to sell the services of the individual service dealer, according to an announcement in the booklet, and plans are outlined for consumer advertising on the radio and in national magazines, pointing out the services of the service man.

### Toiletine to Bete

The Toiletine Sales Company, Greenfield, Mass., has appointed the Channing L. Bete Advertising Agency, Greenfield, to handle its newspaper advertising on lotions.

### J-W-T Adds Coster

Donald Q. Coster has joined the Montreal office of J. Walter Thompson Company as an account executive.

"They want an EXTRA HELPING of 48,308 STEAKS!"



**E**VEN IN TEXAS, 48,308 steaks are a lot of steaks—but 12,077 Houston families can eat that many at one sitting . . . the 12,077 families which represent The Houston Chronicle's **excess** daily city circulation over The Houston Post.

And there's still another helping of 77,144 steaks ready to be eaten at one meal by the 19,286 families which represent The Houston Chronicle's **excess** daily city circulation over The Houston Press.

That's an indication of the **extra coverage** of Houston given by The Houston Chronicle. The Houston Chronicle gives you 22% more city coverage than the second Houston newspaper; 40% more city coverage than the third Houston newspaper.

The Houston Chronicle ALONE is all you need to sell Houston, largest city in Texas, second fastest growing large city in the Nation and richest market in the South.

TOTAL DAILY CIRCULATION	
THE HOUSTON CHRONICLE	117,082
THE HOUSTON POST	102,709
THE HOUSTON PRESS	62,187
CITY DAILY CIRCULATION	
THE HOUSTON CHRONICLE	67,968
THE HOUSTON POST	55,891
THE HOUSTON PRESS	48,682

Circulation figures from Publishers State agents to the A.B.C. for six months period ending September 30, 1940.

# THE HOUSTON CHRONICLE

Largest Daily in Texas --- Morning or Evening

R. W. McCarthy  
National Advertising Manager

The Branham Company  
National Representatives

**Sterling**  
ENGRAVING COMPANY

- STERLING QUALITY Photo-engraving in Color Process, Black and White, Ben Day and Line
- WET PROOFING on Four Clay-bourn Automatic 4-Color Proofing Presses
- DAY AND NIGHT SERVICE

304 EAST 45th STREET  
**New York**



## P & G Renews Four; Palmolive Makes a Change

New York, Dec. 24.—Procter & Gamble Company has renewed four quarter-hour serial dramas, aired daily over the Columbia Broadcasting System, effective Dec. 30. "The Goldbergs," for Oxydol, is heard at 5 p. m. over 23 stations through Blackett - Sample - Hummert; "Road of Life," for Chipso, at 1:45 over 26 stations through Pedlar & Ryan; "The Right to Happiness," for Crisco, at 1:30 over 39 stations, through Compton Advertising; and "Life Can Be Beautiful," for Ivory soap, at 1 p. m. over 37 stations, through Compton. Effective Jan. 13 two stations will be added to the network for the Chipso program, and three stations each to the networks for the Crisco and Ivory soap programs.

### "Stepmother" Stays On

Effective Dec. 30, Colgate-Palmolive-Peet Company has renewed "Stepmother," daily serial drama aired from 10:30 to 10:45 p. m. over 39 CBS stations for Colgate toothpaste. Ten stations will be added to the network Jan. 6, making a total of 49. Sherman & Marquette is the agency.

### News for Forhan

Forhan Company will sponsor Gabriel Heatter in his Monday evening news broadcast, beginning Jan. 6, over seven stations of the Mutual Broadcasting System. R. B. Semler Company, which sponsors Heatter's Wednesday and Friday broadcasts over 12 MBS stations, and Macfadden Publications, Inc., which sponsors the commentator Thursday and Saturday nights over 16 MBS stations for Liberty, have renewed the program, effective Dec. 18 and 19, respectively. Heatter is heard from 9 to 9:15 p. m. Erwin, Wasey & Co. is the agency for the three sponsors.

### Richfield Renews

Richfield Oil Corporation has renewed "Confidentially Yours," starring Arthur Hale, effective Dec. 31, for 13 weeks. The program is aired Tuesday, Thursday and Saturday over 25 MBS stations. Sherman K. Ellis & Co. is the agency.

### New Show for Palmolive

Colgate-Palmolive-Peet Company will drop "Strange As It Seems," for Palmolive shave cream and brushless shave cream, Jan. 6, and substitute a new program, "City Desk." The program will be aired at the same time and over the same number of stations as the predecessor program, Thursday, from 8:30 to 8:55 p. m. over 57 CBS stations. Ted Bates is in charge.

### Marrow Shampoo on Air

Marrow Oil Shampoo will sponsor George Fisher's "Hollywood

(Advertisement)

## NBC Blue Just Keeps Rollin' Along

### Growing Network Reaches Out in Southern Markets

With a figurative "Business-Going-On-As-Usual" sign prominently displayed, the NBC Blue Network continues its expansion.

Early in 1941 the Blue line-up will total 89 stations, with the completed addition of ten Blue South-eastern stations as an available supplementary group.

Eight of these Southeastern stations joined the network on December 15, delivering a total of 139,000 radio families in their primary daytime areas, and 90,000 at night. When the remaining two join early in 1941, reachable radio families will be increased to 220,000 daytime and 148,000 at night.

The gross rate of the first 8 new Blue stations is \$250 per evening hour. Later, the rate for all 10 stations will be \$410 per evening hour. Available as a group, special Blue discounts apply.

Whispers" over a coast-to-coast network of the Mutual Broadcasting System beginning Jan. 2. The program will originate at KHJ, Los Angeles, Tuesdays and Thursdays, beginning at 9:30 a. m., PST, for the East, with a rebroadcast for the Coast at 10:15 a. m. Hays MacFarland & Co., Chicago, is the agency.

### Breakfast Club on Coast

Breakfast Club Coffee will sponsor Rita Murray's "Voice of Friendship" over the Columbia Pacific Network Tuesdays and Thursdays, 7:45-8 a. m., starting Jan. 7. Miss Murray will analyze listeners' problems. Lockwood - Shackelford Advertising Agency, Los Angeles, has the account.

### Loft-Pepsi Merger Off

Stockholders of Loft, Inc., which owns about 80 per cent of the stock of Pepsi-Cola Company, voted against a proposed merger of the two companies at a special meeting Dec. 18. Tax reasons were said to be the cause of the action.

### NBC Adds Summers

Dr. Harry B. Summers, formerly with Kansas State College, has been appointed program director of the public service division of the National Broadcasting Company, effective Jan. 1. Dr. Summers has taught classes in radio broadcasting, program production and research in fields related to broadcasting for the past eight years.

### NYNPG Committee Named

Lee Tracy, *New York World-Telegram*; Ivan Veit, *New York Times*; and Elsa Lang, *New York Herald Tribune*, have been appointed as a nominating committee of the New York Newspaper Promotion Group to submit candidates for the offices of president and secretary - treasurer. The election will be held Jan. 8.

### Penn Wall Paper Appoints

Penn Wall Paper Mills, Philadelphia, has appointed the Yankee Writing Service, Guilford, Conn., to direct its advertising.

## Retailer Held Responsible for Article's Repair

Milwaukee, Wis., Dec. 23.—A retailer has a duty to see that an article is in good repair before turning it over to the customer even though it has been returned to the manufacturer for fixing, Circuit Judge Otto H. Breidenbach ruled here last week in sustaining a \$750 damage award by Civil Judge Francis J. Jennings in favor of a customer against Ed. Schuster & Co., Inc., operator of three local department stores.

After Marian McKeown had tumbled from her velocipede May 25, 1936, and was hurt, her father, Arthur, brought a \$5,000 civil court suit against the Schuster company, from whom the velocipede had been purchased.

The firm appealed from Judge Jennings' \$750 award, maintaining

that the suit should be filed against the manufacturer. This contention was overruled, however, by Judge Breidenbach.

Testimony at the trial showed that the velocipede had been sent to the manufacturer at Toledo, O., for a fourth repair job on a defective handlebar, after which the injury occurred. The fall from the velocipede was attributed by the plaintiff to the defective handlebar.

### Smith Joins Bates

Addison Smith, who has directed the "Ask It Basket" program at Benton & Bowles, New York, for Colgate - Palmolive - Peet Company, will join Ted Bates, Inc., New York, when the new agency takes over the Colgate account officially Jan. 1.

### "Call" to Accept Ads

Beginning with the January issue, the *Workmen's Circle Call*, official publication of the Workmen's Circle, fraternal organization, will accept advertising. Offices are at 175 E. Broadway, New York.

# Rating ourselves

# as



## 25 NEW ACCOUNTS ON THE BLUE

Aston-Fisher Tobacco Corp.  
"20 Grand Salutes Your Happy Birthday"  
Bank of America "John Nesbitt"  
Better Speech Institute  
"Speak Up America"  
Brazil, United States of  
"Pearson & Allen"  
Carter Products To be determined  
Chemicals, Inc. (House Cleaner)  
"Just Between Friends"  
Clapp, Harold, Inc. (Baby Food)  
"Mother of Mine"  
Emerson Drug Co. (Bromo Seltzer)  
"Ben Bernie"  
Grove Laboratories (Quinine)  
"Sherlock Holmes"  
Gulden, Charles (Mustard)  
"Gulden Sereaders"  
Howe, Lewis (NR's)  
"Fame & Fortune"  
Knapp Monarch (Electric Shavers)  
"Ahead of the Headlines"  
Land O' Lakes Creameries  
"Edgar A. Guest"  
Lever Bros. (Rinso)  
"Grand Central Station"  
Lever Bros. (Spry)  
"Uncle Jim's Question Bee"  
Miles Laboratories (Alka-Seltzer)  
"Quiz Kids"  
Modern Food Process (Scrapple)  
"Olivio Santoro"  
Nash Motors "John B. Kennedy"  
Newsweek  
"Ahead of the Headlines"  
Ohio Oil Co. "Marathon Melodies"  
Shou, Dr. Earl (Liniment)  
"Gangbusters"  
Standard Brands (Yeast)  
"I Love a Mystery"  
Texas Corp. "Metropolitan Opera"  
Williamson Candy (O'Henry Bars)  
"Famo's Jury Trials"  
Yeast Foam "Orrin Tucker"



## 8 CONTRACTS RENEWED

Colgate-Palmolive-Peet (Shave Cream)  
"Bill Stern Sports Review"  
Jergens, Andrew (Lotion)  
"Walter Winchell"  
Jergens, Andrew (Soaps)  
"Parker Family"  
Modern Food Process (Thrivo Dog Food)  
"Moylan Sisters"  
Pacific Coast Borax  
"Death Valley Days"  
Ralston-Purina (Cereals)  
"Tom Mix Ralston Straight Shooters"  
Welch Grape Juice Co.  
"Dear John"  
Williams, J. B. (Shaving Cream)  
"True or False"

## "SITTING PRETTY"



## 19 CAMPAIGNS CONTINUE UNDER CURRENT CONTRACT

Adam Hats  
"Madison Sq. Garden Boxing Bouts"  
Anacin "Easy Aces"  
Anacin "Just Plain Bill"  
Bisodol "Just Plain Bill"  
Bisodol "Mr. Keen, Tracer of Lost Persons"  
Cal-Aspirin Corp.  
"Amanda of Honeymoon Hill"  
Cummer Products (Energine)  
"Manhattan at Midnight"  
Howe, Lewis (Tums) "Pot O' Gold"  
Ironized Yeast Co., Inc.  
"Good Will Hour"  
Mystic Laboratories (Creams)  
"John's Other Wife"  
Phillips, Chas. H. (Magnesia)  
"Amanda of Honeymoon Hill"  
Procter & Gamble (Camay)  
"Pepper Young's Family"  
Procter & Gamble (Chippo)  
"This Small Town"  
Procter & Gamble (Crisco)  
"Vic & Sade"  
Procter & Gamble (Ivory)  
"Mary Martin"  
Reynolds, R. J. (Camels)  
"Luncheon at the Waldorf"  
Sun Oil  
"Lowell Thomas"  
Watkins, R. L.  
"Dr. Lyons Tooth Powder"  
"Orphans of Divorce"  
Wyeth Chemical (Cold Tablets)  
"John's Other Wife"

## "LEAVING US"



## 6 CONTRACTS EXPIRED

Air Conditioning Training Corp.  
"Sidney Wallon Music"  
Brown & Williamson  
"Plantation Party"  
Canada Dry Ginger Ale, Inc.  
"Information Please"  
Canadian Railways Association  
"Canadian Holiday"  
Gordon Baking Company  
"One of the Finest"  
Westinghouse Electric & Mfg. Co.  
"Musical Americana"



### Spectrum Names Jasper: Zabin Joins Agency

Spectrum Products Company, New York, has appointed Jasper, Lynch & Fishel, New York, to direct advertising of its photographic coloring process kit and associated items.

Alfred P. Zabin, who formerly headed his own agency in New York, has been appointed vice-president of Jasper, Lynch & Fishel. He will direct the agency's pharmaceutical accounts.

### Thomas Joins United

Perry Thomas, who has been with the Detroit office of N. W. Ayer & Son for five years, has been appointed assistant to R. E. Johnson, director of advertising and publicity for United Air Lines, Chicago.

### WEAU Joins NBC

Station WEAU, Eau Claire, Wis., has joined the National Broadcasting Company as a basic supplementary outlet for either the Red or Blue networks.

### Larger Package, More Magazines for 100% Bran

New York, Dec. 26.—Paced by a new one-pound family package, advertising of National Biscuit Company's 100% bran will be sharply expanded in January, the company announced. Magazines on the list will include *Collier's*, *Good Housekeeping*, *Hygeia*, *Journal of the American Medical Association*, *Ladies' Home Journal*, *Liberty*, *Life*, *Physical Culture* and *The Saturday Evening Post*.

Advertisements in the new series will emphasize improvements in this new form of bran, such as the double-milling process which refines texture, and the deliciously different flavor. The mythical characters which move through the campaign will discuss and display the product to impress package and name on the reader.

National Biscuit claims steadily

increasing sales for the new bran, available hitherto only in eight-ounce packages. The new container will accommodate a full pound, which will mean, it is asserted, not only greater economy and convenience for users but more effective display at point of sale. Store display material will reinforce the magazine campaign.

### Plan Frozen Food Show

The first annual National Quick Frozen Foods Exhibit, sponsored by Quick Frozen Foods, will be held Jan. 21-24 at the Auditorium Hotel, Chicago. Educational conferences will be held in conjunction with the exhibit.

### A. White to Art Group

Austin White, art director and business manager of the publicity department at RKO Radio Pictures, Hollywood, has returned to Chicago to represent Haddon Sundblom, Harry Anderson, Al Kortner, Stanley Ekman, Douglas Rader, G. Von Aspern and Byron Knoblock, free lance artists.

### Ball Succeeds Payne

Dewey C. Ball has been named sales promotion manager of the Jacksonville, Fla., branch of the International Harvester Company, succeeding J. P. Payne, who becomes sales promotion manager of the Atlanta branch.

### Hoover to Crosley

Harold Hoover, formerly with the publicity division of General Tire & Rubber Company, has been named publicity director of the manufacturing division of Crosley Corporation, Cincinnati, succeeding James W. Beckman, resigned.

### Doremus Adds McKee

Robert R. McKee, formerly with Irving Trust Company and Pease & Elliman, New York, has been appointed an account executive in the financial division of Doremus & Co., New York.

### Hotel to Kimball

Hotel Pierre, New York, has appointed Abbott Kimball Company, New York, to direct its account.

### Schick Planning Heavy Campaign in First 6 Months

Stamford, Conn., Dec. 24.—On the heels of 1940 sales 32 per cent ahead of last year, Schick Dry Shaver, Inc., is planning a heavy campaign in magazines and newspapers during the first six months of 1941, a period of the year heretofore regarded as the off season.

Beginning with the first week of the new year and continuing through June, 14 full and half pages are scheduled to appear in *Collier's*, *Life* and *The Saturday Evening Post*. Newspaper space will be used on a cooperative basis with retailers.

Schick copy in 1941 will feature the 2-M hollow ground shearing head which was introduced last September. Since that time more than 500,000 shavers have been sold. Advertising will stress the claim that this shaving head gives 30 per cent quicker and closer shaves, under such headlines as "It's Saving Time at Shaving Time."

Each insertion will carry a ribbon featuring the gift appeal. Because 3,000,000 men have birthdays each month, the ribbon will inquire "Born in January?" Other copy slants to be used will play up the 100,000 men who shave for the first time each month, and the 2,000,000 men with wedding anniversaries each month.

The trade-in plan will be continued. The \$9.95 "Captain" model will be sold for \$7.95 and an old shaver. Advertising will also mention that all old-fashioned shearing heads can be turned in for the new hollow ground head for \$3.

K. C. Gifford, vice-president, reported that Schick has sold about 3,000,000 razors since starting the shaver industry a decade ago. Schick anticipates its biggest year in 1941.

Point-of-sale efforts will continue to be built around the "Sell-Case," a counter display unit sold at a fraction of its cost to almost 8,000 dealers since its introduction four months ago. Retailers will also be provided newspaper mats, other displays and direct mailing pieces.

Arthur Kudner, New York, has the account.

### Hansot to Aridye

W. Hansot, for the last five years advertising manager of Socony-Vacuum Oil Company in Paris, France, has joined the Aridye Corporation, Fair Lawn, N. J., in a merchandising post.

### "Puck" Moves Office

The Chicago office of *Puck*—*The Comic Weekly* has been moved from the Palmolive bldg. to 1023 Hearst bldg., 326 W. Madison street.

(Advertisement)

### The Play's the Thing on the Blue

#### Network Radio Shows Being Groomed for Future Sponsors Under New Blue Program Manager

Newly appointed Blue Network Program Manager, with both commercial and sustaining Blue Program activities under his care, William Hillpot recently stressed the important part programs play in effective radio salesmanship.

"Stations and time are the mechanical frame-work on which an advertiser builds his radio campaign," he said. "But what the sponsor actually wants is a growing audience of listeners."

"That's why new Blue shows are constantly being groomed and tested through audience build-ups over the Network. Only those programs with definite sales possibilities for advertisers ever get that far."

"As completely packaged shows," Hillpot concluded, "sponsors are now offered these ready-made programs with ready-made audiences already waiting, the first time advertisers go on the air with them!"

# advertisers rate us:

as indicated by their comings  
and goings—chiefly "comings"

Things have been popping fast and furious ever since the creation of the Blue Network Sales Department last July. We've told you about the station improvements that we're making, the programs that we're building, the steps we're taking to assure advertisers of greater co-operation than ever.

But the best criterion of the increased selling effectiveness of the Blue is the action of the advertisers themselves—those hard-headed gentlemen who have the experience and judgment to get the most for their advertising dollar. We present herewith the complete picture of what advertisers are doing on the NBC Blue Network—with no punches pulled.

Since June 1st, 1940, 25 new accounts, Lord bless 'em, have joined the Blue ranks. 8 old friends, we're pleased to report, have renewed their contracts. 19 satisfied customers (and we're going to keep them happy) are continuing under current contracts. 6 clients are no longer with us, and we're sorry they've left.

But there's still plenty of room for you, Mr. Prospective Advertiser, on the NBC Blue Network. And notwithstanding all the improvements going on over the Blue, two facts remain constant. First, the Blue still concentrates its coverage in the Money Markets, where the nation's buying income is centered. Second, the famous NBC Blue Discount Plan still offers national coverage at the lowest cost of any medium. For example, you can buy a half-hour coast-to-coast, in the evenings, mind you, on the NBC Blue Network, 52 times a year, for less than \$5000 a week. Amazing, isn't it? Better call in that Blue salesman today.

NATIONAL BROADCASTING COMPANY  
A Radio Corporation of America Service





## Canada Suffers From Brakes on Advertising

War Effort Weakened by Over-Regulation, Says Editor

Montreal, Dec. 23.—Less real danger of tax loss is involved in too much advertising than in too little, Kenneth McArdle, managing editor, *Canadian Business*, asserts in an editorial in the current issue. Mr. McArdle, whose magazine is official organ of the Canadian Chamber of Commerce, deprecates the rigid government regulation clamped on advertising in World War II, and advances the conviction that it is cutting, rather than aiding, tax revenue.

"When war broke loose in 1914, what it did to national advertising in Canada was just too bad," said the editorial. "Contracts were cancelled right and left. In fact, some companies never did get around to advertising again because by the time the war was over, people had forgotten all about them and their products."

"But for the most part, the panic did not last long. By 1915 general lineage was back to normal and it stayed that way."

### It's Different Now

"This time things are different. World War II was scarcely under way when government closed in on business with both hands on the controls. Imports, foreign exchange, costs and profits were closely scrutinized, restricted and taxed according to the part each could play and pay to help win the war. . . . A corporation executive who increased his advertising budget beyond a reasonable estimate of anticipated sales might not only be considered an unpatriotic so-and-so but government auditors might not accept as an expense the appropriation he had already spent."

Top rank advertising men are convinced that the government has erred seriously in restricting advertising, but none likes to risk being placed in an unfavorable light by being quoted. So the editor cast the die in his own behalf.

"We believe there is good reason to increase national advertising in Canada next year," said he. "By that we do not mean that there is any necessity to abuse the privilege and opportunity by stretching the

appropriation beyond a proper percentage of anticipated sales.

"To our way of thinking, however, there is less real danger of tax loss involved in too much advertising than too little. Don't do enough advertising and what happens? Sales and profits drop off and the receiver general loses out on taxes because the extra money just doesn't live there any more."

### How to Get More

"But increase advertising to reasonable limits and what is the story? Profits and sales increase in tomorrow's market so the government stands to collect higher tax revenues. Company names and products, relations with the public will be stronger even when peace comes. What's more, as such increased expenditures might well add to the profits of the various agencies involved in production of the advertising, the tax return on combined excess profits stands to be even higher than if it had been collected from the advertiser alone."

"Finally, remember that this war is different. It is a war of attrition in which sound economics and good business play a vital part. If what we have said makes sense to you, so does an aggressive policy of advertising and selling, for therein rests an up-beat of victory."

## Radio, Newspapers Used for New Milwaukee Train

The Milwaukee Road introduced a new train, the Midwest Hiawatha, running west from Chicago, Dec. 11 with newspaper space and radio time as well as a mailing piece. Newspaper copy was run immediately preceding the introduction of the train and included half-pages in two colors and half-page black-and-white ads in on-line cities. Smaller space was used in off-line points.

Spot radio was used throughout northern Illinois, Iowa, Nebraska and South Dakota, using one-minute announcements introduced by recorded sound effects of train whistles, dinner chimes, locomotives puffing, etc. A broadside in three colors was prepared for mail distribution and also a two-color handout folder describing the train's equipment. The campaign was prepared by Roche, Williams & Cunningham, Chicago, with J. V. Gilmour as account executive. G. A. Semmlow is advertising agent for the Milwaukee Road.

## Lagomarsino Elected Atlanta Ad Club Head

Chess Lagomarsino, advertising manager of the Davison-Paxon Company, Atlanta, has been elected president of the Atlanta Advertising Club to succeed John S. McDonald, Southern Engraving Company. Other officers are: vice-presidents, Frank Rowsey, Walter W. Brown Publishing Company; Lewis Gordon, Citizens and Southern National Bank, and James L. Stafford, Georgia Power Company; treasurer, Dick Brumby, *Atlanta Journal*; secretary, Gussie Jones, Atlanta Gas Light Company, and sergeant-at-arms, Gordon Donaldson, Donaldson-Wood Printing Company.

A "Truth About Advertising" campaign is planned by the club for 1941, using newspapers, radio, outdoor and other media.

## Nominate Agate Club Officer Candidates

Roy C. Husbands, *Woman's Home Companion*, has been nominated for president of the Agate Club, Chicago. Other candidates suggested by the nominating committee are: George Hadlock, *Parents' Magazine*, vice-president; E. A. Fox, Macfadden's Women's Group, treasurer; William C. Henning, Curtis Publishing Company, secretary; and Frank W. McDonald, Time, Inc., assistant secretary.

## Doremus Adds Augur

Donald G. Augur, until recently divisional sales promotion manager of Crowell-Collier Publishing Company, has joined the Boston staff of Doremus & Co. He will work on the New England Telephone & Telegraph Company account. He has previously served as copy-contact man with J. Walter Thompson Company, Ruthrauff & Ryan, Campbell-Ewald Company and Lennen & Mitchell.

## POLICE BUY SPACE

# WARNING TO SHOPLIFTERS!

It's 10-to-1 You'll Be Caught You'll Disgrace Your Family You'll Spend Christmas in Jail

## SHOPLIFTING IS A CRIMINAL OFFENSE

You Will Be Prosecuted to the Full Extent of the Law

The Law Enforcement Officers of the City and County are Determined to Catch Shop Lifters! Don't Take a Chance... the odds are too great against you... and the sentence can be up to five years in the penitentiary.

La Crosse Police Department

This large-space advertisement in local papers by the La Crosse, Wis., police department last week probably sets a new record in preventive crime annals.

## Don Lee Moves Headquarters to New Building

Los Angeles, Dec. 24.—All facilities of the Don Lee Network and station KHJ, regional headquarters for Mutual Broadcasting System and Don Lee, today moved into their new half-million dollar headquarters building at 5515 Melrose avenue, Hollywood.

The move completes the exodus of all three networks from Los Angeles proper to Hollywood, with CBS and NBC headquarters only a short distance removed on Sunset blvd. The new Don Lee headquarters were formerly occupied by NBC.

In moving into their new quarters Lewis Allen Weiss, executive vice-president and general manager, and Wilbur Eickelberg, general sales manager, predicted that first quarter operations of the chain for 1941 would top the last quarter of 1940 by 15 per cent. They also revealed that present reports indicate a 40 per cent increase in business this year over last year.

## Set Lithography Shows

A permanent Living Lithography exhibition will be opened Feb. 1 at the New York Trade School, in cooperation with the Lithographic Technical Foundation. A traveling exhibition of Living Lithography, sponsored by the American Institute of Graphic Arts, will open in New York at the Advertising Club Feb. 24 and will be on view through March 1. The name "Living Lithography" is being used in both cases by permission of the Lithographers National Association.

## Seeks New Dairy Ad Bill

The Iowa State Dairy Association will seek re-enactment of a permanent dairy advertising law, taxing each milk producer about 50 cents a year, at the Iowa legislature when it convenes in January. The present law, which expires Dec. 31, provides for collection of one cent for each pound of butterfat made during the first 15 days of May. The tax was enacted in 1938 and brought in \$95,000 in 1939 and \$94,000 in 1940.

## Weintraub Sells Stock; Leaves "Esquire"

William H. Weintraub, co-publisher of *Esquire*, is reported to have sold his stock in the publishing company to David A. Smart, the other co-publisher.

Mr. Weintraub will retire from the operation of the business Jan. 15.

## Klein to Buchen

Mathias Klein and Sons, Chicago, maker of linesmen's tools, has appointed The Buchen Company, Chicago, to direct its advertising with Leon Morgan as account executive. Electrical, hardware and manufacturing publications will be used.

## New Study Tells How to Humanize Annual Reports

New York, Dec. 24.—Increased use of color, pictorial covers, charts, photographs, maps, drawings and more attractive paper stock, typography and layout are some of the devices being utilized by business to heighten interest in their annual reports to stockholders, according to a new study just completed by the Policyholders Service Bureau of Metropolitan Life Insurance Company. The new survey, "The Annual Report to Stockholders," is a running mate to "Improving Stockholder Relations," which, recently issued by the Bureau, covers the whole subject of keeping stockholders informed.

While the physical appearance of annual reports has been improved in the new realization that stockholders, too, should be constantly sold on the companies in which they hold shares, this does not end the effort. The content also has undergone a transformation. One definite trend is toward simplification, another toward greater itemization. Some companies have adopted both methods, presenting their reports in two sections—one a brief, simplified account and the other a detailed financial statement.

### Look into Future

The human balance sheet is also being covered by many organizations. Such a presentation tells not only whether or not the company is financially prosperous, but discusses relations with employees and the public, outlines special problems, economic conditions and any other situation which may eventually have repercussions on the company and its stockholders and employees.

In "Improving Stockholder Relations," the Bureau consulted not only 76 large companies, but 71 stockholders in an effort to get the viewpoint of the men whose money provides the sinews of war.

The companies, all of whose stock is widely held, gave a long list of methods employed to maintain friendly contacts with stockholders. Thirty-three send a letter of welcome to new stockholders. One company, for example, uses a four-page letterhead, covering the inside pages and back with information about the business of the parent organization and its affiliates. Stockholders are invited to visit the company's various exhibits and to place their names on the mailing list for the company magazine.

A number of companies send special booklets to new stockholders to introduce the company and its products. Also used are interim reports supplementing the annual report; dividend enclosures which bring special messages or describe products; and special letters. These are all illustrated and described in some detail.

Copies of the two reports are available to executives who address the Bureau on their business stationery.

## Southern Mills Appoints

Southern Mills, Atlanta, has appointed Martin and Morris, Atlanta, to handle a 1941 advertising campaign in newspapers, business publications and radio which will feature the adventures of the company's trademark character "Colonel Cottonblossom."

## Bulova Budget Hiked; May Hit \$2,500,000

New York, Dec. 24.—Having sold more timepieces in 1940 than ever before in its history, Bulova Watch Company will hike its promotion budget once more next year to a new peak. Plans call for the expenditure of well over \$2,000,000 for advertising in 1941.



J. H. Ballard

Already the largest advertiser in spot radio, with daily time signal announcements on 203 stations throughout the country, a further increase is planned. Newspaper insertions placed by dealers will also be continued on a year 'round basis.

In a statement announcing record sales in 1940, John H. Ballard, Bulova president, attributed no small part of the increase to the comprehensive advertising campaign employed this year. Bulova's budget passed the \$2,000,000 mark for the first time in 1940, and may reach \$2,500,000 in 1941.

Details of the advertising program will be unveiled here early in January at a sales convention. As usual, this meeting will be dramatized, but the exact manner in which the presentation will be made is being kept secret. Last year, the medium of television was employed.

Samuel P. Epstein, vice-president and sales manager, will conduct the meetings, aided by R. F. Warren, advertising manager, and Milton Biow, president of the Biow Company, the Bulova agency.

## Hixson-O'Donnell at 19 W 50th St., New York

Offices for the new agency that will handle Sinclair and Richfield advertising, as reported in *ADVERTISING AGE* last week, will be located at 19 W. 50th street, New York, after Jan. 1.

Headed by Sylvester Morey, Sinclair advertising manager, the agency will be the New York branch of Hixson-O'Donnell Advertising, Los Angeles. The latter agency handles Richfield Oil advertising on the West Coast, as well as Rio Grande Oil.

## NAB Folder Tells How Druggists Used Radio

Vol. 1, No. 10 of "Results from Radio," just released by the Bureau of Radio Advertising of the National Association of Broadcasters, tells how "Radio Parade," a program about radio and radio personalities, did a selling job for several retail druggists in the Pacific Northwest.

## Serutan Plans Campaign

Serutan Company, Jersey City, has planned an extensive newspaper and radio campaign for 1941. A test, using full-page newspaper space, will be made in one major market. Raymond Spector Company, New York, has been reappointed as the Serutan agency.

## Names L&T in Canada

Canadian Breweries, Ltd., Quebec, has appointed the Montreal office of Lord & Thomas to direct its account. Campaigns for Carling's Red Cap ale and O'Keefe's Old Vienna beer have been prepared.

## BUY YOUR DIVIDENDS with ADVERTISING

Some men MAKE their advertising PAY. They BUY their dividends. They leave nothing to chance nor to circumstance. They spend money to produce a superior commodity. They use right advertising and give it a planned task to do; publish it methodically, frequently, regularly, persistently; write it to earn and keep the good opinion, the unquestioning PREFERENCES of many people. That's SELLING isn't it? Do you know about our COPY? Have you heard about our PLAN? Do you know how we use SMALL ads frequently, persistently, for our clients, in NEWSPAPERS?

**OREN ARBOGUST**  
ADVERTISING  
Thirty N. Michigan Ave.  
CHICAGO



**WHO FOR IOWA PLUS!**  
50,000 watts

**DES MOINES**

**FREE & PETERS, INC.**  
Exclusive National Representatives



# Marketers Hear 1941 Problems of Food Merchandising

## Greater Buying Power to Take Curse Off of Price Increases

Chicago, Dec. 27.—Development of the neighborhood super market, extension of self-service, and employment of more women, with inevitable price increases, appear to be on the food merchandising agenda for 1941, William Applebaum, director of market research, Economy Stores Corporation, Boston, said today in an address before the American Marketing Association.

"The tempo of super market expansion next year may not be as great as in 1940," said Mr. Applebaum, "chiefly because in many urban areas the most strategic locations have been monopolized. This situation will probably lead to establishment of smaller neighborhood super markets with weekly sales of \$3,000 to \$4,000. Rising cost of building materials and labor, coupled with the possibility that structural steel deliveries may be hampered by defense requirements, may also contribute to slowing down of super market expansion. Continued growth of the super market will of course result in a further reduction in the number of small neighborhood chain grocery units."

### Youthful Food Workers

The entry of women in the super market picture will be due both to the necessity of reducing costs and a scarcity of trained males, the food field being particularly sensitive to the draft program, Mr. Applebaum indicated. An analysis of the age groupings of employees in one grocery chain revealed that half are in the 21 to 35 year group, with another fourth between 18 and 21 years old. This age grouping is believed to be characteristic of the entire chain grocery industry.

Costs of food merchandising are sharing the upward trend evident in industry generally, but the problem is aggravated by widespread unionization of chain store employees, Mr. Applebaum pointed out. This seems to make higher food prices inevitable in 1941, though chains and super markets have not yet exhausted their bag of tricks to cut costs. Among one which has been tested with promising results is extension of the self-service plan.

"At present," said Mr. Applebaum, "self-service is employed chiefly in retailing packaged grocery products. Meats and fresh fruits and vegetables are still sold by clerks over the counter in practically every store. In the case of dairy products there has been a definite trend recently to use self-

**Favored by ADVERTISERS because it's a FAVORITE with listeners!**

**IN BALTIMORE IT'S WFBR**

**NATIONAL REPRESENTATIVES EDWARD PETRY & CO.**

**ON THE NBC RED NETWORK**

### GENUNG'S HELPS



*For their sake*

### What About Those, SHIVERING CHILDREN in your backyard?

Of course you didn't get them there. Maybe you don't even see them. But, they're there just the same... the cold underclothed children of your less fortunate neighbors from down in the hollow, up on the hill, or just over the tracks. We can't give you their names. But, the Red Cross knows them. And now...

### GENUNG'S wants to help THE RED CROSS clothe these youngsters and their grownups, too

It seems almost fantastic that in this beautiful, comfortable Westchester of ours, want and privation still go their steady way. But, it's so... and the Red Cross knows the want. For instance, the Red Cross knows pinhead, needy little youngsters who could be made warm with some of the still-good clothes your children have outgrown. In the name of innocent childhood, we ask... "Do you have any better use for them?" There are also chilled, blue-lipped adults hereabouts who could be made warm, presentable, and less sad of heart with the help of forgotten, new-and-never-worn clothing—suits, warm dresses, and underwear (also blankets) now lying in drawers, trunks or hanging in some spare-room closet. Wouldn't this be a good time to do something about it? We'll help. If you'll bring in such garments...

### We'll Clean Them... FREE

clean ours carefully and return them soon to the ever-helping AMERICAN RED CROSS HERE'S WHAT'S MOST NEEDED:

- Boys' Coats, Suits and Sweaters
- Girls' Coats, Sweaters and Dresses
- Men's Suits, Overcoats, Sweaters
- Women's Coats, Suits, Warm Dresses
- Warm Underwear for Men, Women, Children

A representative of The American Red Cross will be in our Dry Cleaning Dept. for the next few days, to give you a signed receipt and card of thanks for your clothes or blanket donation... which we will clean and give you without cost, and then promptly turn over to the Red Cross for their immediate and most pressing needs. No clothes will be returned to donor under the terms of this special offer.

Please Help the Red Cross for Christmas! **GENUNG'S** 24 Mamaroneck Ave

Genung's, chain of Westchester department stores, is always tied up closely with civic and welfare events. In this advertisement the stores offer to clean and sort donations to the Red Cross without charge.

service cases. Of late this method has assumed greater importance. The super markets to be established in 1941 will in general be equipped with self-serve dairy cases, while many dairy departments in existing markets may be changed to self-service.

### Self-Service Widened

"Self-serve merchandising of fresh fruits and vegetables has been under consideration and actual experimentation for several years. A few operators have already gone completely self-serve in this department. Most of the experiments, however, have been confined to a semi-self-serve basis, where the consumers may serve themselves if they wish, with assistance also available. In some instances, a few fruits and vegetables are self-served, with others being sold under former conditions."

Refinements and improvements in store layout and in methods of receiving and handling merchandise will also help to reduce costs. The chief hope, however, appears to lie in drafting increasing numbers of women, with the week-end problem being solved by use of temporary help, chiefly married women. Uncertainty about deliveries of food, particularly those from South America or overseas, may force chains and super markets to carry larger inventories, Mr. Applebaum said.

He believes that price increases will come gradually and will probably be coupled with corresponding or greater increases in purchasing power, so that a larger, rather than a smaller volume, may be expected. A rise in national income will probably result in greater demand for better grades of food, particularly fresh fruits and vegetables, meats and dairy products. The operating benefits resulting from larger volume will help to hold prices at a reasonable level.

### Four A's Releases 2nd Volume of Statistics

The American Association of Advertising Agencies has released Volume IX-b of Market and Newspaper Statistics to members of the Four A's. The volume deals with the 72 cities over 100,000 population in the United States and Canada in which newspapers were audited for periods ending March 31 and June 30, 1940. Volume IX-a, covering 58 cities in which newspapers were audited to Sept. 30 and Dec. 31, 1939, was issued last June.

Included in Market and Newspaper Statistics are latest figures on population, number of families, English reading persons, income tax returns, audited newspaper circulations, lineage, retail and general rates, and an analysis of those sections of the ABC audit reports which deal with circulation inducements. J. J. Hartigan, Campbell-Ewald Company, Detroit, is chairman of the Four A's committee on newspapers, and Lester M. Malitz, Warwick & Legler, New York, is vice-chairman.

### Promotes Frigidaire Line

The Frigidaire division, General Motors Sales Corporation, is introducing its 1941 line of 16 ice cream cabinets this month with space in confectionery and ice cream publications. Emphasis is being placed on seven models equipped with a sealed rotary type compressor.

### Regional Sources of Statistics Shown in Booklet

Washington, D. C., Dec. 24.—A comprehensive directory of sources of business statistics, which will probably become a "must" in every marketing man's library, has been issued by the marketing research division of the Bureau of Foreign and Domestic Commerce.

In announcing the new compilation James W. Young, director of the Bureau, pointed out that the material was designed to supplement a chart of indices for business conditions in cities with population of 100,000 or more, issued a few years ago. The current publication covers all sources, including states, cities, counties and miscellaneous regions and districts.

The scope of the book is reflected in the variety of important business indices covered—building permits, employment, payrolls and average earnings; public and private assistance; new passenger car registrations; commercial failures; advertising volume; life insurance; sales of refrigerators; retail drug, food and hardware sales.

"Sources of Regional and Local

Current Business Statistics" may be secured from the Superintendent of Documents, Washington, D. C., at 30 cents a copy.

### Plan PAC Program

Research, production, packaging, design, art, coordination and defense will be included in the 1941 activities of the Printing and Advertising Clinics, sponsored by General Printing Ink Corporation, New York. The 1941 program was discussed at a meeting of the advisory board at which the PAC activities for the first year were reviewed.

### Sponsors Photo Contest

Good Photography has announced a photograph contest open only to salaried employees of recognized advertising agencies. Entries should be sent to the magazine at 1501 Broadway, New York, by Jan. 15. First prize will be \$25, second prize, \$15, third, \$10, and two fourth prizes, \$5.

### MBS Adds 5 Stations

Mutual Broadcasting System has added five stations, bringing the total number of affiliates to 168. The new stations are WNOE, New Orleans, La.; WMOB, Mobile, Ala.; WHBB, Selma, Ala.; WDEF, Chattanooga, Tenn.; and WBIR, Knoxville, Tenn. MBS has issued a new rate card.



# YOUR ADVERTISING BUDGET IN SOUTHERN CALIFORNIA NOW!

Here's The Nation's No. 1 Market!

Over a billion dollars in Defense expenditures!

Providing airplanes, airplane engines, ships, homes, buildings, munitions, and other vital defense equipment.

Already better than 200,000 NEW WORKERS... new millions in payrolls for daily needs and luxuries.

And more thousands of skilled workers coming to meet housing shortage and compulsory factory expansion.

In Los Angeles County alone employment is up 24% over high '39—payrolls up 30%! Think of it! Over a billion dollars on top of an already fabulous income derived from Oil, Movies, Agriculture and Tourists.

Don't say we didn't tell you! The market's here!—rich, powerful, free-spending! You can't overlook it! Your competition won't! America's No. 1 Market deserves more of your advertising dollar NOW!

For real action—The Los Angeles Examiner continues to be the greatest single-force in this RICHER MARKET. Powerful, influential, The Examiner offers you the greatest circulation spread of any newspaper in Southern California. Hit Southern California through the Los Angeles Examiner now and in '41 for greater sales!

### YOUR GREATEST FORCE!

The Examiner with 220,195 daily and 556,762 Sunday circulation has the largest circulation of any morning paper in the area, with the lowest milline rate of any standard newspaper in the Los Angeles territory.

# LOS ANGELES EXAMINER

Represented Nationally by the RODNEY E. BOONE ORGANIZATION



## The Advertising Agency—III

### Duties and Liabilities as to Clients

By HARRY HIBSCHMAN

[Editor's Note: This is the third of a new series of studies of advertising and publishing law with particular reference to advertising agencies, their relations to clients, media and the general public. The author is a practicing attorney and counselor-at-law, author and lecturer who has made publishing and advertising law his specialty. Other articles in this series will appear in these pages from time to time.]

Readers of ADVERTISING AGE are invited to submit questions to be answered or subjects to be discussed by Mr. Hirschman. However, they must be general in their nature and must not relate to pending cases or contemplated litigation, as personal legal advice cannot be given here.]

The relationship of the advertiser and the advertising agency, as we have seen in a previous article, is in most respects that of principal and agent. It is usually established by a written contract, and the rights, duties and liabilities of the parties, as between themselves, are governed by that contract. But there are in addition certain rights that are fixed by law and certain duties that are similarly imposed.

The first of these duties on the part of the agency is one of complete loyalty and good faith, for an agent may not legally do anything that is contrary to the interest of his principal. Specifically, the agent may not serve an adverse party, he may not make an undisclosed profit out of the relationship, and he may not enter into a competing business. Hence, if an agency has an interest in a printing, engraving or other plant, it cannot use the products of that plant and charge the client therefor without informing him of the true facts; if it has an interest in a publication in which it buys space for a client, or in a radio station on which it buys time, it must so inform the client; and, if it acts as the representative of an artist whom it places on a client's program, it is legally obligated to reveal that fact. In law, as in ethics, a man cannot serve two masters.

#### How About Competing Clients?

This raises the question whether an agency may at one and the same time act for more than one client operating in the same field and competing with one another. May it, for instance, represent two manufacturers of toothpaste at the same time?

This specific question does not seem to have been decided by the courts. But on principle the answer should be, No, for it has frequently been held that an agent cannot engage in any business of the same character as that of his principal and that he may not compete with his principal. That being so, clearly he should not be permitted to represent another engaged in such a business or competing with the client. What he cannot do directly, he should not be allowed to do indirectly.

Fortunately, however, this matter is usually covered by contract. Where it is not, it should be remembered that the law frowns on "any transaction that has a substantial tendency to cause the agent to disregard his duty to serve his principal with only the principal's purposes in mind," as a recent legal

authority expresses it.

The agent's second duty is to exercise skill, care and diligence in serving his principal. He is not an insurer and cannot be held liable if he fails to do "perfect" work, though one court used that term with reference to an advertising agency. What the agent must do is to exercise the degree of skill normally exercised by reputable members of his profession. He cannot be held liable for errors of judg-

ment, but he is liable for negligence. All this applies to an advertising agency.

#### Responsibility for Advertisements

Certain concrete questions will probably occur to the reader at this point. For instance, can the client hold the agency responsible if it uses material in an advertisement that is libelous, that constitutes invasion of some person's right of privacy, or that infringes some other party's copyright or trademark, resulting in a suit against the advertiser, or that causes the Federal Trade Commission to file a complaint against the advertiser?

As we have seen before, where two or more persons take part in the commission of what the law

calls a tort, they may all be sued jointly or some may be sued without joining the others, but, in the event of a judgment being entered against them, those who pay cannot, in most of the states, compel the others to contribute any part of the amount so paid. In case of libel, invasion of privacy or infringement of copyright or trademark, then, the advertising agency, the advertiser, and the publisher or broadcasting station may all be sued together. Where the contract between the medium and the agency provides, as does the standard radio contract, that the agency shall be responsible in such cases and bound to hold the medium harmless, the liability as between them is fixed by that contract, provided it is legally

enforceable; and I have already expressed the opinion that it is enforceable except in those cases where the medium is put on notice that the material to be published or broadcast is likely to be defamatory. But who is liable as between the agency and the client?

The agency and the advertiser may, of course, be sued jointly, or the injured party may proceed against one or the other of them alone. In either case, if a judgment is recovered, is the agency liable, as between it and its client, for the payment of that judgment or any part of it? Or is the client liable to the agency if it pays such a judgment?

The latter question will be answered in the next article. With

TAKE  
CATTLE AND CALVES  
FOR INSTANCE...

**ONE-THIRD** OF THE U. S. FARMERS LIVE IN THE "HEART"

THEY ENJOY **61%** OF THE NATION'S CASH INCOME FROM CATTLE AND CALVES

---

**TWO-THIRDS** OF THE FARMERS LIVE OUTSIDE THE "HEART"

THEY MUST **DIVIDE 39%**...THE REMAINDER OF THE NATION'S CASH INCOME FROM CATTLE AND CALVES

19 1/2% }  
19 1/2% }

Actually, "Heart" farmers are worth more than 2 for 1

YOU couldn't pen a greater masterpiece to America's Farm Wealth than you see here. Nor a message with more meat and meaning than you see in the chart above.

Is it strange that 13 States should show up to such red-blooded advantage? Not at all! For

Nature planned things on a vast scale when she laid out the Upper Mississippi Valley. Here farming is Big Business. Here farmers are worth 2 for 1. How can you reach these top-half farm families? Through the magazine that knows and loves the "Heart" from the ground up: Successful Farming! You get more dollar-mileage because it concentrates not only on farmers but farmers who have what it takes... to make cash customers!

Meredith Publishing Co., Des Moines, Iowa.

#### JUST A FRIENDLY REMINDER!

If you are preparing your 1941 budget, remember that last year fourteen million Negroes spent over Two Billion Dollars. Get your share of this market by using America's leading Colored newspapers. Don't delay—Write today.

**EDWARD A. BAKER CO.**  
PUBLISHERS REPRESENTATIVES  
457 Book Bldg.—Detroit, Mich.

TO SELL **SUCCESSFUL FARMERS**



regard to the former, it may be said that, where copy is submitted to the client for approval before it is released, either as a matter of custom or as a matter of contract, the client cannot ordinarily hold the agency liable if there is litigation based on such copy. Even without such approval the agency is not liable in the absence of negligence. But negligence is not an easily defined concept. Is it negligence, for instance, for the agency to release copy that later results in a judgment for damages, or in a cease and desist order, if it does not have such copy checked by a competent attorney?

That is a question that cannot be answered categorically. But, reasoning by analogy, it seems clear

that, if the agency holds itself out as capable of passing upon the legal questions involved or if it expressly or impliedly assumes the responsibility of having the copy checked from a legal standpoint, it is liable to the client for any damages that result from its lack of knowledge or from its failure to have the copy properly checked. In the absence of such holding out or agreement, the agency is probably not liable if it exercises its best lay professional skill in preparing and checking the copy.

In the light of recent developments, this is not a satisfactory state of affairs. The law now is so stringent that it is certainly not safe to use advertising material that has not been passed upon by

a lawyer fitted by study and experience to determine that it does not invade nor infringe any one's rights and that it does not contain statements that are false or misleading within the meaning of the Wheeler-Lea Act. But the agency's compensation has not been increased because of these added requirements, and it is certainly not fair to expect the agency to assume the additional cost of expert legal advice in this field. A fairer arrangement would be one under which the contract between the agency and the advertiser would specifically state which of them should have the responsibility of seeing that all copy and material were checked in this respect and which would provide that the fee

COCA-COLA GIVES LESSON IN TURNOVER

Here's what turn-over means to the beverage dealer

You can push the unknown drink, but it won't turn over. The pyramids of boxes are shaped like this. They have never turned over.

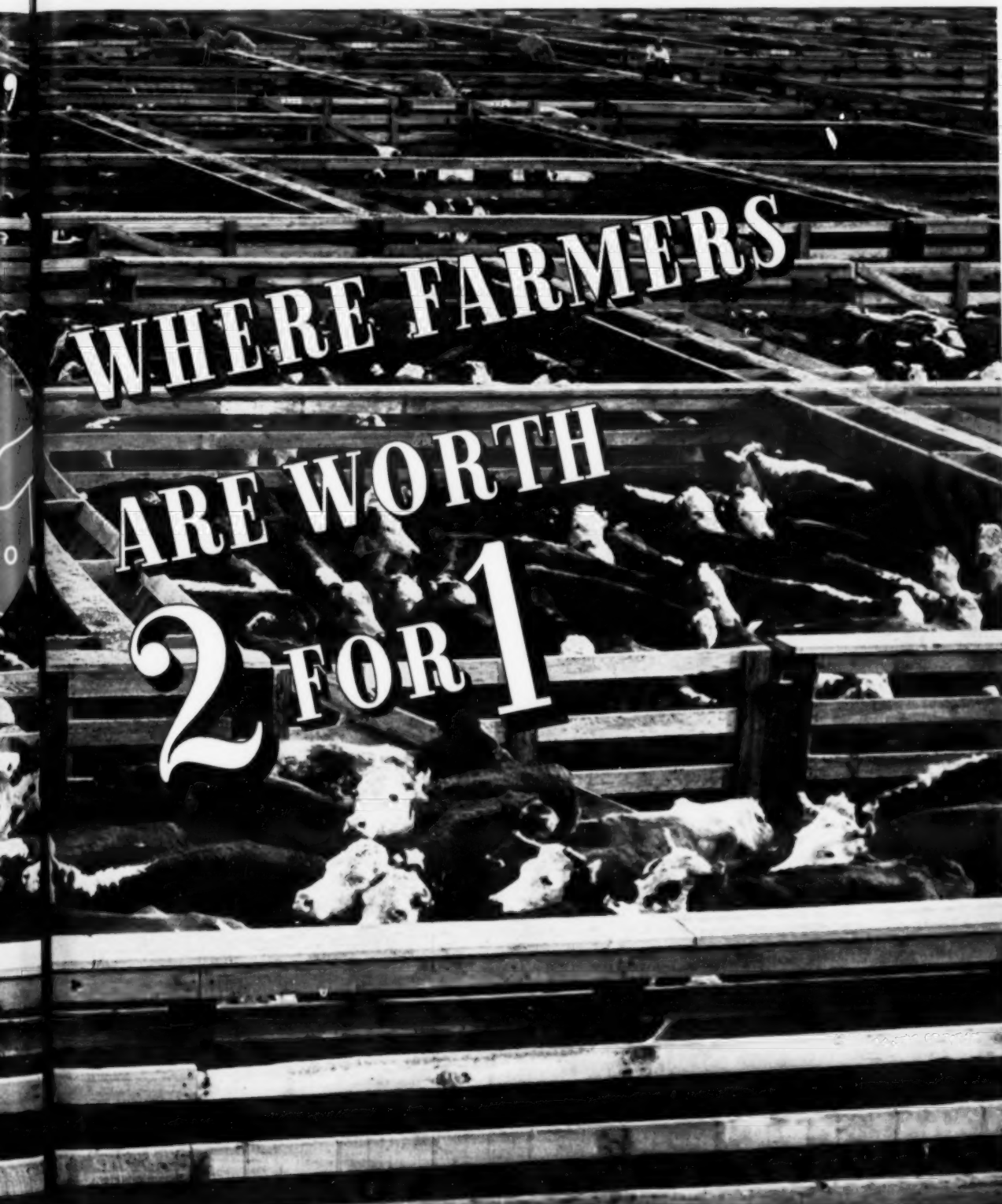
The drink with a few friends is a little easier to move. But at that, a wheelbar and a jack are needed to make it turn over.

Falls over and goes. They turn over all right, but they stop turning as soon as you stop pushing. And you have to push hard.

The drink everybody knows starts with the lightest float... and the more you push it, the faster it rolls. It rolls up profits for the retailer because six-year-old consumer tailored advertising and promotion have built up tremendous consumer demand.

It all adds up to this: more sales, less sales cost, and more profit per dollar invested in stock. Your beverage department can be highly profitable if you push the drink that makes the profit—Coca-Cola.

Unusual copy which Coca-Cola Company used in December issues of business papers to demonstrate the significance, in a turnover sense, of a product that "sells itself."



SUCCESSFUL FARMING

BUY SUCCESSFUL FARMING

for such checking should be charged to the advertiser.

Holds Money in Trust

The third duty of the agent in general is to give the principal complete information, from time to time, regarding the subject of the contract between them.

The fourth duty is to obey instructions. The principal may be wrong, but, unless what he demands is unreasonable, illegal or against public policy, the agent must yield. In determining whether or not the orders of the principal are reasonable it is necessary to take into consideration the customs and ethics of the business or profession involved. A client cannot tell his attorney how to draw a complaint, a real estate owner cannot prevent a broker from using customary selling methods, and an advertiser probably cannot dictate the wording of a radio continuity, though he may name the station over which it is to be broadcast.

The fifth duty of the agent is to account for all moneys of the principal coming into his hands. As we have seen before, the advertising agency assumes the responsibility, under the standard form contract, of paying the medium. But the money comes from the client, first to pay the obligations incurred by the agency in behalf of the advertiser, and, second, to pay the agency for its services. Thus there are two kinds of money that the agency receives. What it receives by way of compensation is its own. What it receives in advance to pay for advertising space or facilities—for a radio program, writers or artists—is in the nature of a trust fund, and it should be treated as such and not commingled with the agency's own funds.

Wherever questions arise between the agency and the advertiser, it is necessary to refer first to the contract between them and then to the general rules of law outlined above. But there is no absolute answer to many of them. The best way to avoid them is to be strict in observing the first duty of the agent to his principal, namely, that of loyalty and good faith.

Lonbom Buys Agency

George A. Lonbom, who has had 10 years of advertising experience, half of that time with the *Commercial News*, Danville, Ill., has bought the Lincoln Advertising Agency, 310 Daniel bldg., Danville, of which he formerly was an employe, from Glenn V. Gill, who has joined a Danville printing company.

Auburn to Wade

Auburn Central Mfg. Corporation, Connersville, Ind., maker of steel kitchen cabinets and sinks, has placed its account with Louis E. Wade, Inc., Ft. Wayne. Dick Warner is account executive.

A. Stein Expands Drive; Tribute Paid Press

Advertising promotion of A. Stein & Co., Chicago, will be increased for 1941, 100 sales representatives of the company were told at a sales convention in Chicago Dec. 16-18. The company makes Paris products for men and Hickory apparel accessories for women. Supplemental regional conferences will be held after Christmas with A. S. Weinfeld and Joseph Glatt, New York and Pacific Coast sales managers respectively, in charge.

Joseph M. Kraus, general sales manager, paid tribute to the press of America as "a most constructive, informative and business building force—pursuing the ideals of democracy and offering unusual opportunities to alert advertisers of worthy products." Other speakers at the convention were Sigmund Stein, president; A. J. Freiler, vice-president; R. S. Donnelly, merchandise manager, and J. E. Fleisch, advertising manager.

Reverses Lower Court Opinion in Unfair Sales

The Wisconsin supreme court on Dec. 3 reversed an opinion of Superior Judge Roy H. Proctor, Madison, and found the 20th Century Market, Madison, not guilty of violating the 1939 unfair sales act to prevent loss leaders, but declined to rule on the constitutionality of the act, which requires a 6 per cent mark-up above wholesale cost on the retail price of all items.

Judge Proctor on Feb. 2, 1940, found the market guilty of selling Scottissue and Campbell soup at prices allegedly below cost and fined the firm \$25 on each of the two counts. The ruling was immediately appealed to the high court. The Wisconsin Retail Food Dealers' Association, the National Wholesale Tobacco Distributors' Association and Marachowsky's, Madison food shop, had been granted permission to file briefs as friends of the court in the action.

Logan & Rouse Expands

Logan & Rouse, Los Angeles agency, has moved to larger quarters, now occupying the 14th floor penthouse of the Pacific Finance bldg. Jerrold C. Arnold, formerly vice-president, has been made executive vice-president, and Miss Van Davis, account executive, has been made a vice-president.

Returns to McGraw-Hill

Loyola I. Guerin, now with G. M. Basford Company, New York, will return Jan. 1 to McGraw-Hill Publishing Company, New York, to become executive assistant to the president. He was with McGraw-Hill from 1928 to 1936 when he resigned to join the Basford agency.

MAILING SERVICE

Multigraphing — Filling-in Addressing—Mimeographing  
**THE LETTER SHOP, Inc.**  
 440 S. Dearborn St. Wabash 8655  
 CHICAGO

TORONTO MONTREAL WINNIPEG LONDON REGINA CALGARY EDMONTON VANCOUVER  
**GIBBONS KNOWS CANADA**  
 J. J. GIBBONS LIMITED • ADVERTISING AGENTS



# Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

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Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers  
Association, Advertising Federation of America

Vol. 11, No. 53 December 30, 1940 10 Cents a Copy, \$2 a Year

## Cooperative Advertising

Readers of ADVERTISING AGE have no doubt noted the large number of new industry advertising campaigns which have been reported within the past year. Cooperative advertising is not new, but the great interest which is being shown by leading members of important trade and industrial groups in joint promotion efforts demonstrates that the opportunity for this type of advertising is again being recognized in many fields.

Cooperative advertising had its greatest development during the booming '20's. Dozens of campaigns addressed specifically to industrial buyers were carried on during that period, accompanied by other even more ambitious projects for consumer advertising which burgeoned luxuriantly for a time but most of which disappeared with the first advent of depression years.

The florists were among the first to see the opportunity to build increased volume through cooperation which was based on a real merchandising plan and which used advertising to popularize the idea of sending flowers by telegraph. That campaign has been so successful that it has continued without interruption during all of the ups

and downs of boom and depression.

The reason for cooperative industry advertising is the development of conditions affecting every member of the business, which cannot be met successfully through individual effort alone. The steady decline in the consumption of meat, for example, was recognized as a serious threat to the packing industry, but individual promotion of brands did not solve the problem. That is why it seemed wise to this great industry to pool resources and tell the story of the place which meat deserves in the dietary.

Technical developments which affect modes of living, the introduction of new products and ideas, changing consumer standards due to increased or reduced national income, all play a part in creating new markets and destroying old ones. Hence it seems to us that cooperative advertising is not only sound, but that it is an essential in many fields. It represents an insurance policy on sales, and protects the future of industries which without this assistance might find themselves struggling against insuperable obstacles which no one company, no matter how progressive, could alone overcome.

## Meeting the Consumer Half-Way

The consumer movement does not look nearly as threatening today as it did a year ago, largely because manufacturers and merchants have taken real steps to meet it. Instead of fighting the demand for more product information, made in such compelling tones by representatives of consumer groups, and instead of trying to smear the movement by relating it entirely to subversive activities aimed at our economic and political institutions, business has tried to analyze the subject in a calm and objective way, and to give consumers everything they asked for that can within reason be supplied.

The Westinghouse Electric & Mfg. Company, for example, has just announced that all of its appliance line will carry complete and detailed product information in 1941. Frank R. Kohnstamm, sales manager of the merchandising division, explains the policy by saying that informative labeling "is based on our conviction that the consumer wants to have—and is entitled to have—the complete facts about a product before making a purchase. We believe that by af-

fixing to a product a label which is truly informative and gives the beneath-the-surface details, a shopper is best provided with a basis for intelligent appraisal and comparison."

The Westinghouse plan is one which fits perfectly into the scheme of promoting better retail salesmanship by insuring intelligent presentation of products by store personnel. The same difficulties which the consumer has encountered in trying to get all the facts about products, especially those regarding which she has received favorable impressions through advertising, have been shared by merchants and their salespeople due to the difficulty of obtaining easily and quickly descriptive data applying not merely to the line as a whole but to its component parts.

Hence the educational work which is being done will make not only for more intelligent and satisfactory buying by the consumer, but a far better job of distribution by retail merchants, who after all must carry the chief burden of consumer dissatisfaction with products and their presentation.

REMEMBER, CONSUMERS ARE SKEPTICS!



—Reproduced through the courtesy of The Saturday Evening Post

"Go ahead and close the door—I'm going to find out once and for all if the light really does go out!"

## Ad-libbing

### Threatening a Lady's Poise

The *New York Times* is usually referred to as a conservative newspaper and so it is. Yet it was brash enough this week to let Saks Fifth Avenue take nearly a full-page for perfume advertising addressed quite frankly to men without too many inhibitions. We quote a portion of the copy:

"Hearts, beware! Ciro's Danger is in the Christmas air... threatening a lady's poise with its perilous fragrance. Filling her eye with the cool, staggered tiers of its crystal bottle. Firing her imagination with thoughts of the man who wasn't afraid to signal 'Danger' in his Christmas gift. One ounce, \$12.00. Two and two-thirds ounces, \$27.50. Gentlemen, with still fewer inhibitions, will ponder Ciro's Surrender, from \$5.00 to \$32.00. Gentlemen, in a tentative mood, will feel safer with Ciro's Reflexions, from \$5.00 to \$35.00."

Now this is all very well for reckless males, but we suggest that Ciro's (or Saks) could widen their market among more cautious men by blending a new fragrance and labeling it, quite frankly, "Not responsible for any debts unless contracted by myself." Then there would be certain to be no misunderstanding.

### Christmas Tricks

Dorothy Gray has come up with a novel idea in packaging its throat cream with a record which sets to music the exercises one is supposed to do while using the cream. Another to make use of the record idea is the Walter H. Johnson Candy Company. Its record is enclosed with the "Singing Sweets Birthday Box." And in case the recipient of the candy doesn't have a phonograph but still likes music, Johnson has enclosed a piece of sheet music, titled "Sweet Congratulations."

In quite another field is the American Rolling Mill Company's Christmas placard now appearing on every shipment of Armco iron and steel sheets. The placard is 10 by 14 inches in size and bears a Christmas greeting, directed particularly to the men who receive and open these steel shipments through the year.

### A Slinger of Words

Jack Hobbs is the man who writes the direct mail advertising for the Daniel Boone Company, maker of men's work suits. In his most recent piece, he starts right off by saying, "I'm no slinger of big words. I'm just a business man. Some folks criticize my plain, homely language, but I've got a plain straight proposition for you... and here it is."

The proposition, needless to say, has something to do with one of

the Daniel Boone work suits. It is set forward in Mr. Hobbs' well-rounded style—good copywriting. But he doesn't permit his audience to forget that this is not a "high-brow" advertisement. A few paragraphs later he comments:

"Now, if you are one of those men that don't believe a clothing ad unless it is dressed up in frills of fine words, and hung with beads of highbrow language, you won't like this. But if you are just that far-sighted kind of fellow who can look plain facts in the eye, why... look this way..."

Then comes more about the work suits, with the final appeal to send that order in right away.

### A Report to "Stockholders"

One of the most unusual reports ever given "stockholders" is that which the University of Chicago has released in its 50th anniversary celebration. The title of the report is "These Hundred Acres," taken from a statement made by Gen. Robert E. Wood, chairman of the board of Sears, Roebuck & Co. Gen. Wood said, "These hundred acres on the Midway—producing knowledge—are more valuable to the city than any other real estate in Chicago."

The report, which is elaborately illustrated and documented, bears out his assertion in telling what the university has done and what it hopes to accomplish in the future. It follows the style of an actual stockholders' report all the way through, with balance sheets, reports of extra dividends and the like. One extra dividend, for example, concerns the work of Prof. Edwin Oakes Jordan, bacteriologist, who saved Chicago's investment in the drainage canal at a time when an injunction was being sought by Missouri to prevent the sewage from being dumped in the canal. It was Prof. Oakes' report to the Supreme Court which turned the trick for the city and brought a denial of the injunction. This feat is down as an extra dividend of \$33,000,000.

### Theater Tickets

Next to the theatrical advertisements in *The New Yorker* appears an unusual appeal to those people who discover that they can't go to the show after all, even if they do have the tickets. The advertisement, sponsored by the New York Association for the Blind, asks that such tickets be sent to the Lighthouse where they will be distributed to "the blind of our city who love a good show." And to those who think that the blind cannot enjoy the theater, we would like to call attention to the fact that there are several camera clubs organized both for and by the blind.

## Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1751. *The Farm Income Situation.*

*The Farmer* has issued these data sheets, one of which is a Department of Agriculture map of the country showing the gain in cash farm income, January-September, 1940, over this period a year ago. The other sheet contains a breakdown of *The Farmer's* circulation by state and county for purposes of comparison with the map.

No. 1752. *The Great Grimblestone Survey.*

Pitney-Bowes Postage Meter Company has issued this story about a fictitious survey conducted by the Grimblestone survey technique, with cartoon illustrations of the characters involved. It's not all in fun, however, for it gives plenty of straight information about the advantages of metered mail. Also mentioned is the slogan imprint device—a sales or advertising slogan printed on the envelope at the same time as the postage.

No. 1753. *Earth Mover and Road Builder Markets.*

This study, issued by *Earth Mover and Road Builder*, gives a graphic picture of the various divisions of the earth moving and road building markets—the types of work they do, what the market represents, who the buyers are and how to sell them.

No. 1702. *Consumer Purchases.*

Cortland County, New York, is the locale for this study issued by *Farm Journal and Farmer's Wife*, covering consumer purchases of items ranging from cosmetics to automotive products. Charts show the per cent of purchases of all of these items by town, rural and farm families of five economic classes. The similarity of town and farm purchases in many instances, and the greater use of certain products by farm families are interesting points in the study.

No. 1710. *Industrial Genius in Action.*

Kimberly-Clark Corporation has issued this institutional brochure which is not only the story of paper-making, but also a record of progress since the company's founding in 1872. The effect of this industry on the lives and jobs of individuals and on other industries is brought out.

No. 1703. *Dodie's Date.*

Dodie, the sub-deb, is a pretty important personage in the household, and *Ladies' Home Journal* tells why and how in this booklet. Seems she's style, brand and advertising conscious, and furthermore, she's a buyer. What the *Journal* is doing about her and the market she represents for advertisers is also brought out.

No. 1726. *How Rural America Spends Its Money.*

Curtis Publishing Company has issued this booklet, which contains highlights from Curtis' analysis of the United States Consumer Purchase Survey. Figures show the percentage of expenditure for various product classifications in the upper and lower income groups, and in a tabulation of buying power indices, *Country Gentleman* readers' average is compared with the national farm average. The booklet also contains a circulation record, by county, showing the average value and average gross income per farm.



ZIG-ZAG SPREAD APPEARS IN BUSINESS PAPER



Winthrop Shoe Company, division of International Shoe Company, ran this zig-zag spread in the Dec. 28 issue of Boot & Shoe Recorder, through Westheimer & Co., the agency. It is said to be the first unit of its shape to appear in a business paper.

70 'Weeks' to be Celebrated During Coming Year

New York, Dec. 24.—Your calendar to the contrary notwithstanding, there will be at least 70 "weeks" in 1941, according to the annual sales promotion calendar of the National Retail Dry Goods Association.

Due to the overcrowding of the promotional calendar, the public will be asked to celebrate several different "weeks" all at the same time. The week of April 20, for example, will be Be Kind to Animals Anniversary, National Foot Health Week and National Fisherman's Week.

In addition to listing scheduled promotional events, the NRDGA calendar offers a wide variety of statistical material to aid in sales planning of department stores.

Maddux Quits N. J. Council, Joins WOR

Rufus C. Maddux has resigned as managing director of the New Jersey Council, Trenton, to join Station WOR, New York, as vice-president in charge of sales.

Mr. Maddux has been associated with the New Jersey state promotion organization since Sept. 1, 1940. For seven years previously he had held a similar post with the New England Council.

Tebor Names Siesel

Tebor, Inc., New York, has appointed Harold J. Siesel Agency, New York, to handle promotion of its Crownford china lamps.

Adman Gets Job of Cutting Accident Toll in Detroit

Detroit, Dec. 24.—Advertising and sales promotion methods are to be employed by the city of Detroit in an effort to cut down its mounting toll of traffic accidents. With pedestrians accounting for 70 per cent of the city's traffic fatalities, the campaign, just being launched, will be directed primarily toward the walking public.

Mr. Tucker will employ all the tools of his trade to get across the safety messages of the campaign as epitomized in the slogan, "Watch While You Walk." All Detroit radio stations will flash the slogan in connection with station identification at the end of each program.

A feature of the campaign is a series of 20 poster designs, paid for by the Automobile Club of Michigan. These will be put up at all heavy traffic intersections, each design running for two weeks.

Delay Hearing on Curtis Stock Plan

A hearing on an appeal for an injunction against the capital reorganization plan recently put in effect by the Curtis Publishing Company was adjourned in the U. S. district court at Philadelphia.

Curtis counsel, asking dismissal of the suit, said that if the injunction were granted the action would be detrimental to many persons who have bought the new securities since the plan went into effect Oct. 1.

Palmer Joins Agency

Clarence R. Palmer has joined the media department of Ivey & Ellington, Philadelphia.

Turntable Added to Ford Exhibits at Dearborn

Detroit, Dec. 24.—The turntable and oval dining room, two features of the Ford Motor Company's exhibit at the New York World's Fair, are being moved to Detroit where they will form part of the permanent exhibit at the Ford Rotunda, across from the company's administration building at the Rouge plant.

Designed to show the Ford cycle of production, the turntable contains 87 exhibits presenting the principal steps in processing 28 raw materials going into the Ford car. The turntable floats in a basin of water so that its operation is silent.

Moving operations are under way, and architect Albert Kahn is drawing plans for the additions at the Rotunda, for which ground will be broken in January.

The entire project, which will cost approximately \$250,000, is expected to be completed by next May or June, when a grand opening is planned.

Gets Million Visitors

Ford's permanent exhibits in Detroit are gradually taking on the aspect of a world's fair. Together with the famous Rouge plant, they are attracting an increasing number of visitors. Initial project along this line was Greenfield Village where, on a 200-acre site, Ford has assembled a group of historic buildings and structures which illustrate the development of various architectural types.

To Dec. 1 this year, the Rotunda has had 915,404 visitors, of which 161,700 also visited the Rouge plant. Since the Rotunda opened in 1935, it has had 4,088,303 visitors. Greenfield Village has had approximately 600,000 callers so far this year.

J. S. Black Retires

J. Scott Black, formerly a member of the firm of Whipple & Black Advertising Company, Detroit, has sold his interest in the agency to other stockholders.

Promotes T. M. Hawkins

T. M. Hawkins, for the past two years sales and advertising manager for the Studebaker Corporation of Canada in the maritime provinces, has been promoted to Canadian advertising manager of the company with headquarters at Walkerville, Ont.

When You Think of PRESS CLIPPINGS Think of LUCES PRESS CLIPPING BUREAU. We Read More Newspapers and Periodicals Than Are Read by Any Other Bureau in the World. 157 Chambers St., N. Y. Phone BA 7-1779

Off to a good start...

If you hear any except optimistic notes about the immediate future of business and of advertising—whether aimed at selling direct or through dealers—show them these figures:

► Popular Mechanics for January, 1941 carried 241 display advertisements. Sixty-one were for goods sold through retail outlets. One hundred eighty were for goods or services sold direct.

► For January, 1941, Popular Mechanics carried 846 Classified advertisements and 168 were from advertisers that had not used the section within a year.

► That's over a thousand advertisers off to a good start in gaining the important mechanically-minded man market of Popular Mechanics in 1941.

You can catch March—an issue of high circulation on sale February first—if your classified copy reaches Chicago on January 8th and your display advertising is in our Chicago morning's mail, Monday, January 13th.

POPULAR MECHANICS Magazine

200 East Ontario Street, Chicago • New York • Detroit • Columbus

There's ONLY ONE Full Time CBS Station in Kansas --it's that SELLING station for Kansas --KFH --in Wichita. CBS 5000 DAY 1000 NIGHT CALL ANY EDWARD PETRY OFFICE



# Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

## Burgess Has New Technique for Releases

To the Editor: I have just finished reading your issue of Dec. 9, and your "press release" article in the "ad-libbing" section hit close home in my case, and here's why—

Almost all dealer or "trade" magazines ask for information on new products, and seem to feel slighted if the manufacturer doesn't notify them as soon as a new item is produced. Naturally, the manufacturer wants to take advantage of the free publicity offered, so he sends out "press" or "news" releases periodically. When these releases hit the make-up editor's desk, if he needs a filler, or if the article is deemed worthy, it is inserted. If not accepted, the advertising department sometimes writes back to the sender, quoting space rates.

We have worked out a system for submitting news items, and I am attaching a sample. You will notice that the item has been set in column-width type, printed on enamel stock, and strip-gummed to our letterhead. The make-up editor can readily see just how it will look in his magazine—and, if cutting is necessary, it can be done right on the release. If he wants to use it, he can pull the clipping off the letterhead and send it to the composing room with the electro which we provide in a canvas mailing bag attached to the envelope carrying the letter and release.

We received several comments from publishers on our method of presenting releases, and altogether, the plan has been so successful for us, I thought the idea worth passing on.

F. S. GREEN,  
Advertising Manager, Burgess Battery Company, Freeport, Ill.  
[Editor's Note: It is only fair to make it clear that the original press release, which came from an agency, and requested two tear sheets so that "the publication can be given proper credit with the client," had nothing to do with Burgess Battery Company.]

## War Advertising

To the Editor: I am sending herewith proofs of four advertisements which mark the beginning of a new series presently being sponsored by The Royal Bank of Canada. I imagine you will be interested in these as they reflect present war conditions in Canada and illustrate how one concern is adapting its advertising to those conditions. This series has been designed to supplement the efforts of the Canadian government to sell the Canadian people on the necessity of personal thrift as a means of furthering Canada's war effort. They are broadly institutional in tone and we believe will gain a good deal of kudos for our bank because of their timeliness.

## WAR SAVINGS

**More Power to 'Em!**

"More in the field of human endeavor is made possible by the use of power."

These Canadian fighter squadrons already in the thick of it. The Royal Canadian Air Force, with 25,000 officers and men to take up the task so gallantly begun. 6,000 in training under the Commonwealth Plan—2,000 more to be trained almost at once.

Power—factor the whole of industry here to provide the machines so urgently needed. Orders for aircraft, totaling \$100,000,000 already placed. More coming.

The price of fuel has risen high—in fact, is present at a rate—on half a dollar. Canadian planes get their power.

At the present time it is the plan to do every working Canadian to save, that he may be prepared to lend his savings to the nation when the call for money comes. For come it will if Canada is to play her part worthily in this struggle for freedom and human dignity.

Build up your savings now—keep it.

**Save for Victory**

THE ROYAL BANK OF CANADA

The Royal Bank of Canada adopts a war saving theme in its current advertising.

## ALL SET UP



How Burgess Battery Company sends out trade publicity, all set up so that the editor can visualize it in type.

A series of three posters is also being displayed at branches of our bank to tie in with this newspaper series.

J. C. NELSON,  
Manager, Advertising Department, The Royal Bank of Canada, Montreal.

## A-hem! Ha-rumph!

To the Editor: My! My! and I always thought McCreery such a nice store. Now, when I was a

VERY, VERY, VERY



Give her a slip and panty set. These are made of fine rayon with lace at the neck and hem. Elastic covers long horizontal buttons to her top and at the bottom side waist. Two rows, 8 to 14. Hat and Shoes Orders Filled. Size Apparel, 20th Floor.

A lady blushes at the brazen actions of the younger generation.

girl—imagine "him" giving me "that" and leering over my shoulder, too! Shades of great Aunt Jane!

CHARLOTTE E. KELM,  
Power Plant Engineering, New York.

## Alphabetical Problem

To the Editor: I notice in the fourth item of Rough Proofs in your Dec. 9 issue reference to ILGWU in connection with women's fashions.

I am assuming that ILGWU is an Eskimo term, and am wondering to what extent the Eskimo influence will enter into the women's fashion picture this coming season.

E. B. TERHUNE,  
President, Boot and Shoe Recorder, New York.

## Prints Color Copy Without Color Plates

To the Editor: Enclosed please find a copy of our Dec. 21 issue and a tear sheet of the Crawford Clothing ad, which appeared in the same issue.

The remarkable feature about this ad is: that this is the first color ad which has ever been run in any newspaper for the Crawford company, and that the reproduction of color was done entirely without the use of color plates.

The printing was done by the Orange Transcript Press, Orange, for the New Jersey Herald News.

The Al Paul Lefton Company is in charge of the account.

WILLIAM G. BLACK,  
J. HYLAND REID,  
Advertising Representatives,  
New Jersey Herald News,  
Newark.

## Ruling Starts Thought on Definition of Advertising

To the Editor: In re your news story on Eddie Bernays, his book and the Post Office Department—your issue of Dec. 16, page 18.

It is a widely known characteristic of any advertisement that it differs from purely informative announcement in the fact that it is paid for. My definition of an advertisement (when I taught the subject at the University of California many years ago) was that, among other things, "an advertisement was a paid announcement."

Webster says: "To make known by public notice; publish; inform." If Webster were right, every newspaper, magazine or book would be an advertisement, for these all make known certain facts by public notice; they publish information of value to somebody or other; and they all purport to inform.

The item of payment, it seems to me, is important in making the distinction between a purely advertising announcement and a purely informative announcement.

The Bible "sells" virtue; the newspaper accident story "sells" insurance; the book reviewing column "sells" books and so-called culture; and the various federal publications "sell" the efforts of the current administration, and its objectives.

Everything published "sells" something, and to define any publication as an "advertisement" simply because it reveals the source where tools, or books, may be purchased, and their prices, is not clear reasoning, it seems to me.

If it can be proved that such information was published by the author or publisher because of payment made by these sources of supply, the advertisement character of such information would be beyond doubt. If such has not been proved, the advertisement character is a matter of serious doubt.

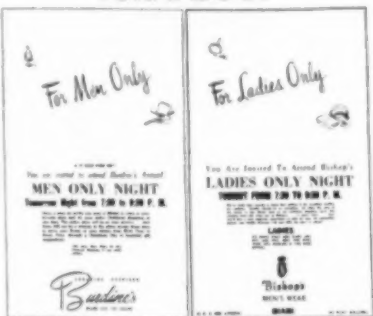
I write this not as a lawyer, because I am not a lawyer. I am an advertising and publicity veteran, who tries to study the English language and its usages in my time and place, and also the vagaries of human nature which sometimes employ them to some wise purpose or otherwise.

BEN S. TRYNN,  
Formerly Editor, "Public Housing," U. S. Housing Authority, Washington, D. C.

## For Men . . . For Women

To the Editor: Perhaps you will be interested in the two enclosed advertisements that appeared in our daily newspapers.

## TURNABOUT



Men only in one store—women only in another. Are husbands and wives allowed to meet after they finish their shopping?

The Bishop's ad ran the day after the Burdine's ad, the day of the Men Only night.

For several years Burdine's has made Men Only night an annual pre-Christmas feature. This is the first time, to our knowledge, that a store for men has taken advantage of the merchandising oppor-

## AIR RAIDS SEEM TO BE GETTING CLOSER

**AIR RAID SHELTERS!**

**PREPARE FOR SAFETY**

Give your employees the maximum of protection with the new Wean bomb-proof air raid shelter.

Write today for complete information.

THE WEAN ENGINEERING CO.

- PRODUCTS**
- Continuous Strip Coiling Equip-ment
  - Special Conveying Mechanisms
  - Automatic Filters
  - Grinding Units
  - Press Feeding Equipment
  - Strip Shearing and Automatic Slitting Strip
  - Strip Coil Holders
  - Strip Coiling Reels
  - Sheet Conveying Equipment
  - Automatic Tanning Equipment
  - Automatic Doubblers
  - Normalizing Furnaces
  - McKey Levelers and Processing Units
  - Strip Welding Equipment
  - Continuous Strip Pickling Equip-ment including Uncrollers, Dip-Coil Shows, Scales, Wash-chases, Finish Roll Units, Re-coilers, Drying Machines, Pickling Tanks and Auxiliary Equipment
  - Scrubbing, Leveling and Oiling Machines for Flat Products
  - Wilson Vertical Tube Type Annealing Furnaces
  - Corrugated Insect Covers
  - Automatic Feeding and Coiling Tables
  - Continuous Pack and Pair Heat-ing Furnaces
  - Wheelabrator Abrasive Clean-ing Equipment
  - Automatic Weight Classifier
  - Automatic Gauge Classifier

This two-color page which appeared in a recent issue of The Iron Age looks more like Europe than America. Occasional similar references in industrial advertising seem to indicate that American industry is becoming more interested in defense work for its own plants.

tunity of appealing to the ladies on the same night.

DON LYNKEY,  
Nor-Lyn Advertising, Miami.

## Reprints Wanted

To the Editor: I read with a great deal of interest the article on O. B. Winters, the famous copywriter, and before you are flooded with requests I would like to get my bid in for some proofs of advertising copy which he has written. Do you have them available or should I write to the agency?

W. D. PLUMMER,  
Advertising Division, Owens-Illinois Glass Company, Toledo.

## Missed Articles

To the Editor: You have been running a series of discussions of advertising and publishing law and legal subjects, by Harry Hirschman, in some of your recent issues. The third of these articles appeared in

your issue of Sept. 16, 1940. We would appreciate your supplying us with the first, second and fourth of these articles. We have copies of all the others.

KENNETH W. HOOD,  
Manager, Merchandise Division, Better Business Bureau of St. Louis.

## SEED INDUSTRY PROSPERS

Reader survey shows Seed World offers advertisers an annual HUNDRED MILLION DOLLAR MARKET through its coverage of wholesalers and retailers who sell seed and other horticultural and agricultural items to 41,000,000 farmer and suburbanite customers.

We will gladly give you an analysis of this field as it applies to your business.

## SEED WORLD

Published every other Friday  
223 W. Jackson Blvd. Chicago, Ill.

## JOHNNIE NEBLETT

1,688 quarter hours of sportcasts for one year with KWK— and not one of them sustaining.

A Feature Personality of  
**ST. LOUIS KWK**



# 'Lemon and Soda' Given Special Promotion Drive

Los Angeles, Dec. 23.—A recent survey made by California Fruit Growers Exchange on the most rapidly growing use for lemons is the basis for the increased campaign featuring lemon and soda, Russell Z. Eller, advertising director of the Exchange, revealed this week.

Conducted among 1,000 homes to check the various ways in which these households use lemons, lemons as a laxative were found to have made the greatest increase since the preceding survey.

In the household survey, the laxative use for lemons—either lemon and soda or lemon and water—was found to have gained 60 per cent, the largest gain reported for any of the various lemon uses. Other uses showing big gains were for garnishes, cooking, baking and salad dressings.

To further the use of lemons in this manner, the lemon and soda theme will be promoted through advertisements in *The American Weekly*, *This Week*, *Life*, *The Saturday Evening Post*, *Country Gentleman*, *Farm Journal* and *Farmer's Wife*, *Progressive Farmer* and *Physical Culture* devoted to this single phase of lemon uses.

### Gets Incidental Mention

Even the general campaign for Sunkist lemons featuring their many uses in baking, flavoring, garnishing and cooking will mention the health use of lemons. This campaign will appear in national magazines and newspapers and receive a portion of the commercial on the Hedda Hopper's Hollywood program over the 39 CBS stations.

The health angle will receive additional exploitation on outdoor spectaculars during January and February when hot lemonade will be featured for colds and "flu."

The value of lemons and other citrus fruits in combatting flu and colds was proven during the flu epidemic in Los Angeles, Mr. Eller believes. All Exchange workers partook of a morning glass of lemon and soda in addition to the customary mid-afternoon glass of orange juice. A comparison of absences from work due to flu was made between the Exchange and other local business firms, and in all cases, according to Mr. Eller, the percentage absent from other firms was much greater.

Sunkist advertising is handled by Lord & Thomas, Los Angeles.

### Hatch Adds Kress

Henry Kress, formerly with McGraw-Phillips Printing Company, New York, has been appointed to direct production at G. E. Hatch Advertising, New York. He is president of the Association of Young Advertising Men.

### UP they go . . . .

## 17.4 per cent!

We're talking about department store sales during November, 1940 as against '39 . . . as reported by the Federal Reserve Bank, fifth district.

Thus Winston-Salem, North Carolina's second largest market, leads the state in gains shown by department stores during that month. But that's only part of the story. Month after month, Winston-Salem ranks with the "above normal" cities of the country and it's dollars to doughnuts that you can find sales for your product in this ACTIVE market. We'd like to tell you more of this story.

JOURNAL and SENTINEL  
Winston-Salem, North Carolina

National Representatives:  
KELLY-SMITH COMPANY

NBC — Radio Station WSJS — NBC

### BEST APPEAL



Many people who continually or occasionally took strong laxatives have switched to lemon and soda. They find it gentle, yet simply effective. Upon arising or before retiring, squeeze the juice of one Sunkist Lemon into a tall glass half full of water. Into another glass, put one-half teaspoon of baking soda (sugar-buster). Pour back and forth, and drink at heating quarts.



With surveys showing that lemon and soda is becoming increasingly popular, Sunkist is devoting a special campaign to this use.

### Pennsylvania Hotels Publish Magazine "Live"

Promotion of business for Pennsylvania hotels is being assisted by the Pennsylvania Hotels Association with an attractive little magazine entitled "Live," the current issue of which continues a series on "What to See and Do in Pennsylvania Now," as well as containing articles on travel and freedom, hotel history, hotel recipes, testimonials for hotels by well known personages and a cross word puzzle, the best solution of which will win 25 free dinners for two persons at any hotel which is a member of the association.

John Falkner Arndt & Co., Philadelphia, is the agency handling the magazine.

### B. V. D. and Gilbert Name Grey Agency

B. V. D. Corporation, New York, has appointed Grey Advertising Agency, New York, to handle advertising of its underwear, swim suits, pajamas and robes. Magazines, business papers and direct mail will be used.

A. C. Gilbert Company, New Haven, Conn., has also appointed the agency to direct promotion of its electrical appliances. Charles W. Hoyt Company, New York, continues to handle advertising of Gilbert's toys and related lines.

### Lit Brothers Petition FCC to Buy WFIL

Lit Brothers, Philadelphia department store and unit of City Stores Corporation, has applied to the Federal Communications Commission for permission to become sole owner of WFIL, Philadelphia.

Under terms of the agreement Samuel R. Rosenbaum would remain as WFIL president and Roger W. Clipp as general manager. Offices and studios would remain at the present address atop the Widener bldg.

### Join Superior Studios

Thomas G. Wiley has been named vice-president, and Jule Bauch, secretary and production manager, of Superior Studios, Inc., New York. Hector Zambrano and Ira Schnapp have joined the technical staff and Sam Golden and Merlin Lewis, the sales force.

### Pipes to Maxon

Continental Briar Pipe Company, Brooklyn, has appointed Maxon, New York, to handle promotion of its Royal Duke pipes.

### Increases Circulation

School Management, subsidiary publication of Parents Magazine, will increase its controlled circulation from 20,000 to 28,000 and issue a new rate card, effective with the September, 1941, issue. The publication will be issued 11 times yearly instead of 10, with a combined July-August issue published in 1941.

### Leighton to Turf Unit

J. A. Leighton, formerly with The American Weekly and Metropolitan Sunday Newspapers, has been appointed advertising manager, with offices in New York, of the Daily Racing Form and the Morning Telegraph. In addition to being sold separately, the two newspapers will be sold in combination as the National Turf Dailies.

### Earl Roberts Named

Earl Roberts, formerly with Rickard & Co., New York, has been appointed assistant to the president of Consolidated Advertising Agency, New York. Bertram Berger has also joined the agency.

### WINN Joins NBC Blue

Station WINN, Louisville, Ky., has become an affiliate of the National Broadcasting Company as a supplementary outlet to the basic Blue network.

## Calavo Growers Renew Promotion for New Season

Los Angeles, Dec. 23.—Following a year of retrenchment during which no newspaper or radio advertising was undertaken, the Calavo Growers of California will return to the field next year with a strong campaign using both the above media in addition to point of sale material, dealer services and educational material, according to Ré Atchison, advertising director.

The 1939-40 retrenchment was due to a small avocado crop, less than half the size of the previous year. The past year's appropriation was devoted to retail advertising material, market demonstrations and home economics educational releases to act as a stop-gap between the unusually large crop of 1938-39 and the expected large crop of 1940-41.

The 1940-41 campaign, which started this month, will use 24 newspapers in 16 cities. Radio advertising, consisting of participation on home economics programs, will be done in 14 cities located in Washington, Oregon, Utah, Colorado, Texas, Illinois, Missouri,

Ohio, Michigan, Wisconsin and Pennsylvania.

Feminine market demonstrators will work throughout the territory initiating people to the unique taste of avocados. Calavo is the brand name for avocados marketed by the Calavo Growers of California.

The campaign is handled by Lord & Thomas, Los Angeles.

### Issues 1941 Rate Guide

The E. H. Brown Advertising Agency, Merchandise Mart, Chicago, has published the 16th annual edition of "Advertisers Rate and Data Guide," copies of which are available without charge. The 48-page directory gives line rates, page rates, circulation, closing and issuance dates for general, farm, direct selling, mail order and business magazines. Radio data for the larger stations and leading networks are included as well as newspaper rotogravure information on both display and classified rates for principal newspapers.

### Beverstock to Perflex

Barney Beverstock, formerly in the advertising department of the Chain Belt Company, has been named advertising manager of the Perflex Corporation, Milwaukee, succeeding Dick Brady, who recently assumed a similar post with the Whiting-Plover Paper Company, Stevens Point, Wis.

## Trade Found 30 Millions Better Than Last Year's

BY DOROTHY WILLIAMS

Business in Nashville during 1940 soared past all previous records, surpassing its former peak, reached last year, by approximately \$30,000,000 and the mark set in the "boom year," 1929, by about \$35,000,000, it was reported today by the research department of the Nashville Chamber of Commerce.

Based on the combined volume of retail trade, wholesale trade, and manufacturing, the 1940 figure is the highest ever reached by those three branches of business in Nashville. The research department also reports that a seasonal slump following Christmas sales should not be expected.

Already this year, Christmas sales are estimated to be 6 per cent higher than at this time last year, Miss Sadie Hartman, secretary of the Associated Retailers' Association, reported.

A new high in postal receipts promises an all-time record, and bank clearings and bank debits are at the highest point since 1930, it was reported.

★  
**Happy**  
**New Year**  
in  
**NASHVILLE**  
★

"With 1940 ending on a strong business tone it is predicted that 1941 will continue the rise to even greater height."





## The Business Digest

Significant Developments in Trade and Industry as Reported by the Business Press

Edited by RALPH O. McGRAW

### Magnitude of the Milk Industry

The ramifications of the milk industry are highlighted in *Metals and Alloys* for December in connection with an article discussing the usage of various type of metals and alloys in the industry which includes some facts perhaps not generally realized by the layman. For example, there are 4,600,000 farms, having 24,000,000 cows which produce some 110 billion pounds of milk each year. Over 40 per cent of the milk produced is still separated on the farm and the skim milk fed to stock, while the cream goes to the butter manufacturer. Less than 30 per cent goes to the city pasteurizing, bottling, and ice cream plants for fluid milk, creams, ice cream, etc. The remaining 30 per cent is split into a great variety of manufactured products such as cheese, evaporated, condensed, dried milk, and others.

The trend in the industry, the article says, has been definitely towards more and more factory production and better utilization of the by-products, but there is still a tremendous volume of skim milk for which no better use can be found than stock feeding on the farms. There also is a great deal of whey still being wasted, although every year more evaporators and dryers are being installed. The shift towards better utilization of the by-products is interesting to the metals industry because it is necessitating additional equipment, much of which is new in character to the milk industry.

In summarizing its discussion of the uses of various metals and alloys in the milk industry, the article points out that in spite of certain serious shortcomings of the alloys, the discovery of 18 and 8 stainless and of Inconel have made two excellent materials available for dairy equipment construction. Other metals such as steel, copper, various copper alloys, aluminum, nickel and nickel alloys all have their places and are still being widely used, although the stainless alloys definitely predominate in new equipment for surfaces which come in direct contact with the products.

### Appraising the Value of a Customer

Each customer has a price tag hanging around his neck and he is

**Sell to HOTELS**  
with  
**THE HOTEL MONTHLY**  
Member ABC and ABP  
Published by JOHN WILLY, Inc. CHICAGO

## Check List

For Manufacturers who want to see how others in their field use Newscolor Advertising. (Check one or more. We'll supply the proper Newscolor Samples).

- Automobiles
- Auto Accessories
- Bicycles
- Farm Machinery
- Furniture
- Hardware
- Heating Equipment
- Home Furnishings
- Radios
- Ranges
- Refrigerators
- Toys
- Women's Clothing

### SHOPPING NEWS

Newscolor Division CLEVELAND

worth just that much to the concern which holds his patronage, says Homer J. Buckley, president, Buckley, Dement & Co., in the December *Coal-Heat*. In order to determine how much each average customer was worth during the last year, he suggests dividing the total amount of profit of a business during the year by the total number of customers. The result may be a surprise, he says, but nevertheless it's the amount each customer puts into your pocketbook.

The backbone of the average business house consists of 85 per cent of its old customers. Therefore to run a business successfully, 85 per cent of old business must be retained and not less than 15 per cent new business must be obtained to stand still. This means that one of the definite objectives of advertising appropriations must be to gain 15 per cent or more of new business. When this is not done a business declines.

Mr. Buckley gives the following reasons why customers are lost and the percentage of each as follows: 68 per cent drift away because of someone's indifference in maintaining customer contact; 14 per cent because of unadjusted grievances; nine per cent buy elsewhere because of price inducement; five per cent are influenced by friends to purchase from their favorite dealers; and four per cent are classified either as dead or moved to parts unknown.

### Expanding the Managerial Organization

With the rapid expansion of business due to the national preparedness program, the expansion of managerial forces is one of the major problems confronting industry. To facilitate this work a Training Within Industry Division has been established under the Advisory Commission to the Council of National Defense. C. R. Dooley, director of the division, in the December *Supervision*, gives four recommendations for an expansion program, which are enumerated as follows:

1. Give each present supervisor more responsibility.
2. Select men from present supervisory force to fill positions of new or greater responsibilities.
3. Select and train beginning supervisors.
  - a. Assign the new appointee to elementary supervisory work—two to three weeks.
  - b. Give the new supervisor intensive instruction—one to two weeks.
  - c. Assign the new supervisor to more difficult and responsible work—four to six weeks.
  - d. Put the new supervisor "on his own."
4. Develop a reserve or pool of potential supervisors.

It has been found advantageous in developing a reserve pool to make arrangements to use an outside service—state university or state vocational education department—for a course in foremanship adapted to the particular needs. Under such outside auspices, enrollees do not expect immediate recognition by the company and yet the company has a pool of interested and partially trained potential supervisors from which to draw.

### Canada to Produce Window Glass

For the first time in its history, Canada will be producing window glass, shortly after the first of the year, according to *Glass Digest* for December. Approximately \$500,000 is now being invested in a new plant in the town of St. Laurent for this purpose which will employ 200 persons. While Canada has several companies manufacturing glass containers, heretofore it has not been economically feasible to make window glass in face of competition with imports of good

## PREPARING THE PRESENTATION ISN'T EASY



Members of the advertising department of Armstrong Cork Company are shown here preparing their presentation for the company's annual wholesalers' convention. The presentation was made by John P. Young, advertising manager. In this photo are W. W. Herrold, Robert Kreider, Edward W. Hermann, and Mr. Young.

quality glass at low prices.

Belgium was the chief source of window glass for Canadian dealers in the past, but with the war's unexpected developments it is now thought that the industry would be a success in the Dominion. The price of window glass in Montreal is now two and a half to three times higher than before the outbreak of war. Imports have had to be obtained from the United States where the price is not only much higher than on the continent but transportation charges are also greater even though the distance is much shorter.

Monthly requirements of the new factory will call for 500 tons of silica sand which the company is endeavoring to procure in the province of Quebec where many undeveloped deposits exist. The plant also will need 120 tons of soda ash and an equal amount of salt cake each month.

### Shulton Plans Extensive Promotion for New Line

Shulton, Inc., New York, will launch first extensive advertising for its new Friendship's Garden toiletries in the spring with a campaign representing a considerable increase in its advertising budget. The new line, introduced this fall, will be promoted in alternating issues of 18 magazines, in addition to the *Christian Science Monitor*, with the *Early American Old Spice* line.

Copy will promote the new line's "romantic, feminine odor" with illustrations of Southern gardens, while copy for the *Early American* toiletries will continue to emphasize its "typical American fragrance." Wesley Associates, New York, is the agency.

### Detroit Brewing Has Preview for Ale

Borrowing the sales strategy of the automobile companies, Detroit Brewing Company held a luncheon and preview of its new product, Detroit Premium ale, attended by 200 guests, including business and civic leaders. The new product is being introduced to the Michigan market through an intensive campaign developed by the Frank W. Atherton Agency, using newspapers, trade publications, radio spot announcements, street car and bus cards and boards.

A feature of the advertising is a new type of painted boards of all-steel construction and custom built. The boards, 21 of which are being built by the Pontiac Sign Company, are 33 by 60 feet and are designed also to take posters. Detroit Brewing is the manufacturer of "Oldbru."

### Evans Associates Moves; Adds Cardox Account

Evans Associates, Chicago, has moved to larger quarters on the sixteenth floor of the Bell bldg., 307 N. Michigan avenue.

The agency has been appointed to handle the advertising of both the mining and fire protection divisions of Cardox Corporation, Chicago. Business papers and direct mail will be used.

## More Vigorous Color Treatment of Packages Seen

New York, Dec. 24.—Because color distraction is a "pleasant escape" from the horrors of present-day reality, advertising and packaging will continue to undergo more impulsive and vigorous color treatment, in the opinion of researchers in the laboratory of Eagle Printing Ink Company, Division of General Printing Ink Corporation.

"When people are disturbed mentally, when their usual and rather even ways of life are suddenly disrupted, color has little appeal unless it matches the more excited conditions of their minds," Herbert Kaufman, advertising manager of the company, explained. "In other words, soft and refined hues fail utterly to arouse interest. In consequence, people seek the purer and more vital colors, because they alone seem to equal the intensity of present-day life."

The present color era was inaugurated about a decade ago coincidental with the economic depression, he added. At that time color offered a pleasing escape and now, with war scares everywhere, color may be cast in a role of increasing importance. Brighter colors can be expected, with patriotic blues and reds heading the list.

### Haas Heads Combination

Alvin Haas, Beloit, has been elected president of companies formed by the merger of three affiliated companies: General Refrigeration Corporation, South Beloit, Ill.; the New York Lipman Company, New York, and P. B. Yates Machine Company, Ltd., Hamilton, Ont., with Yates-American Machine Company, Beloit, Wis. Other officers are: G. E. Kelley, Atlanta, and Fred J. Oberlander, Rockford, Ill., vice-presidents; J. W. Bussler, Beloit, treasurer; and A. H. Woeckel, Beloit, secretary. Executive offices will be in Chicago.

### Bucks Colorado Publicity

Sam Jones, Jr., Pueblo, recently elected chairman of the state publicity and travel promotion committee of the Colorado State Chamber of Commerce, is directing a survey to determine the minimum amount needed to advertise Colorado as a tourist and vacation center for two years prior to an appeal to the January session of the state legislature for an appropriation for a nationwide campaign.

### Opens Service Division

Ahrens Publishing Company, New York, has inaugurated a new service department to conduct field studies and do market research for advertisers. Walter O. Voegelé, formerly associate editor of Ahrens publications will handle research work. The company publishes *Hotel Management*, *Restaurant Management* and *Hotel World Review*.

## Bob Hope Jumps to Second Spot in Editors' Poll

New York, Dec. 24.—Although Jell-O's Jack Benny continued to ride at the head of radio's galaxy of stars, as gauged by the votes of newspaper radio editors in *Radio Daily's* fourth annual poll, the meteoric rise of Bob Hope today stood out as the highlight of the survey. The Pepsodent comedian, who landed in the top ten for the first time last year, landed in second place ahead of such established headliners as Charlie McCarthy and Fred Allen.

Following Benny and Hope in the general program race came the following:

American Tobacco Company's Information Please; Texaco's Fred Allen; Kraft Music Hall; Chase & Sanborn's Charlie McCarthy and Edgar Bergen; S. C. Johnson & Son's Fibber McGee and Mollie; Ford Sunday Evening Hour; Lux Radio Theatre, and Lucky Strike's Kay Kyser Kollege.

In addition to their one, two ranking in the program listing, Benny and Hope ran in the same order under "entertainers" and "comedians." Top choices for other classifications included:

### Other Leaders

Dance bands, sweet, Guy Lombardo (Lady Esther); dance bands, swing, Glenn Miller (Liggett & Myers); dramatic serials, One Man's Family (Standard Brands); male vocalists, classical, Richard Crooks (Firestone); female vocalists, popular, Kate Smith (General Foods); and male vocalists, popular, Bing Crosby (Kraft).

J. Walter Thompson Company and Lord & Thomas each scored with three programs in the first ten; while Young & Rubicam, Buchanan Company, McCann-Erickson and Needham, Louis & Brorby were the other agencies whose productions were honored.

### Brown to Mathes

R. Blomfield Brown, formerly with National Distillers Products Corporation, has joined the research department of J. M. Mathes, Inc. He will specialize in liquor accounts handled by the agency.

### To Husband & Thomas

Consolidated Trimming Corporation, New York, has appointed Husband & Thomas Company, New York, to handle its account.

**HAIRE PAPERS** MERCHANDISING SELECTIVE MARKETS

"Merchandising Authorities For Over Thirty Years"

1170 BROADWAY, NEW YORK

**COLLINS MILLER & HUTCHINGS INC.**

**PHOTO-ENGRAVERS IN CHICAGO**



# 'Tribune' Profits Come from Copy for \$1.89 Dresses

## Editorial Explains Newspaper's Philosophy on Advertising

Chicago, Dec. 23.—Inspired equally by a letter written by a WPA worker and some of the post-election comments of Harold S. Ickes, Secretary of the Interior, the *Chicago Tribune* today devoted one of its editorials to some of the elementary principles of newspaper publishing. The *Tribune* said that it is in business to make a profit, that it believes in the American system of business, and thus is interested in helping to create a society of self-supporting citizens. On the other hand, nobody "gives" advertising to the *Tribune*. The newspaper has to sell it and the space has to produce a profit for all concerned.

"Money making is not the only nor the primary purpose for which the *Tribune* is published," said the editorial in part, "but it is an essential purpose. It is essential because the only newspapers that can maintain a strong and independent editorial policy are those that earn enough money to pay expenses and set aside reserves for the hazards of an extremely risky business. The newspaper that consistently loses money eventually has to borrow to keep going and when it borrows it finds sooner or later that the lender calls the tune of its editorial policy. This may not be the way it ought to be, but it is the way it is, and it is the way it is whether the person who controls the loan is a Republican banker or a Democratic politician."

### Only Few Are Rich

The *Tribune* explained that the rich do not and cannot support any newspaper, since they pay no more for a copy than the humblest worker, and are not important to advertisers. They spend freely, the editorial said, but they are such a rare species that the aggregate of their purchases represents only a small fraction of total retail business.

"The money we make selling space to advertise sable wraps," commented the newspaper, "wouldn't keep *Tribune* Tower in lead pencils. It's the ads for \$1.89 house dresses that meet the pay-rolls."

"Now, if the WPA supervisors have been reading Honest Harold, they would interject at this point that it is the rich who give the *Tribune* its advertising. That's not true. Nobody 'gives' the *Tribune* advertising. We have to go out and sell it, a task that occupies the time and ingenuity of several hundred very capable men and women."

"And nobody buys advertising in the *Tribune* because he likes its editorial policies. We aren't doing an advertiser any favor when he signs a *Tribune* contract and he isn't doing us any favor. We wouldn't be selling advertising if we didn't make a profit on it and he wouldn't be buying it if he didn't make a profit. If he doesn't make his profit we don't make ours, because he quits advertising."

The editorial said that the *Tribune's* only hope of substantial increase in profits is in seeing Chicago become a larger and more prosperous city and particularly in seeing the middle class in Chicago become larger and more prosperous.

### Hope for Expansion

"By the middle class," it explained, "we do not refer to that arbitrary classification according to income which some sociologists and social workers have set up. Our idea is that the middle class consists of all the people who think they are members of that class, which according to surveys is 85 per cent of the people in the country. . . . Thus we have an interest in the 'poor relievers,' a direct,

selfish financial interest. . . . When they get jobs in private employment, at higher wages, they enlarge every one's market, including that of the *Tribune*."

### Opens New Job Division

Maude Lennox Personnel Agency, New York, has established a public relations, publicity and sales promotion department. E. W. Pryor, formerly publisher of *Public Relations*, has been named director of the department.

### Opens Regent Studios

A. L. Winer, formerly with Beacon Studios, New York, has opened Regent Advertising Art Studios, with offices at 202 E. 44th street, New York.

### Aetna Makes Film

How insurance makes power boating safer is revealed in a new motion picture film, "Pleasure Afloat," produced by the two fire and marine affiliates of the Aetna Life Insurance Company, the Automobile Insurance Company and the Standard Fire Insurance Company, Hartford, Conn. The picture will be shown first at the National Motorboat Show, Grand Central Palace, New York, Jan. 10-18, after which it will be available to the company's agents.

### Bonus to L&N Employees

All employes of Leighton & Nelson, Schenectady, N. Y. agency, received a 10 per cent Christmas bonus, a practice in force since the agency was organized in 1936.

### Appoints C. W. Cornelissen

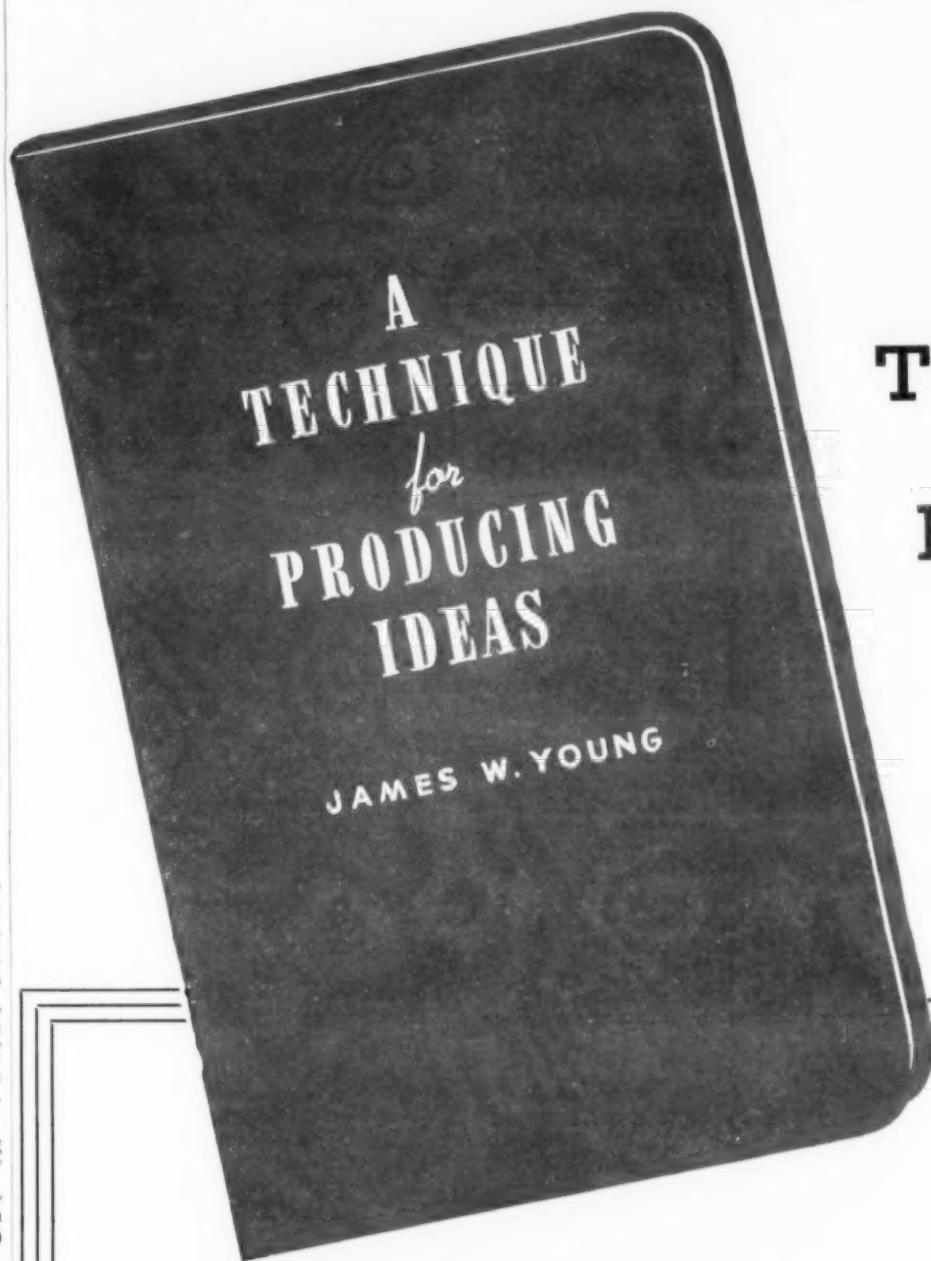
C. W. Cornelissen, New York, who has been in the automatic heating field 17 years, has been appointed sales manager of Harvey-Whipple, Springfield, Mass., maker of Master Kraft oil heating equipment.

### More Power for WELI

The Federal Communications Commission has granted WELI, New Haven, Conn., permission to increase its power from 250 to 500 watts at night and from 500 to 1,000 watts daytime.

### Howard Ray Moves

Howard W. Ray Advertising Agency, Los Angeles, has moved to the Insurance Exchange bldg., 318 W. Ninth street.



THE Biggest  
LITTLE BOOK  
YOU EVER  
SAW!

**JAMES W. YOUNG**, director of the Bureau of Foreign and Domestic Commerce, and formerly one of the brightest stars in the advertising firmament, has written a book he calls "A Technique for Producing Ideas." It gets at the primary problem which confronts every man in advertising, merchandising and other creative departments of business from a new and exciting viewpoint.

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# Advertising Age

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## CBS Extends Net to 18 Countries in South America

### Wide Possibilities for Commercial Radio Are Visualized

New York, Dec. 24.—Latin America was seen today as a vast new field for radio advertisers as William S. Paley, president of Columbia Broadcasting System, returned from a seven-week air tour to announce the extension of the CBS network to 18 of the 20 Latin American republics.

The new network, to begin operations on or about Sept. 1, already consists of 39 long wave and 25 short wave stations in every one of the 18 countries. Mr. Paley said that negotiations are under way to take in Haiti and Honduras, the only countries not yet covered.

While the primary purpose of the new CBS venture is to promote this country's good neighbor policy in South and Central America, the commercial radio possibilities of the Latin American countries will be developed. As trade relations improve, Mr. Paley said, the network will open up new advertising opportunities. An exchange of goods, as well as ideas, is a part of the program, he explained.

#### Will Exchange Programs

In addition to broadcasting programs to Latin America, CBS has also arranged to broadcast in this country programs originating in all the Latin American countries in order that people in the United States may become better acquainted with these countries. These programs, too, will be rebroadcast throughout Latin America.

There is a definite need, according to Mr. Paley, for programs specifically designed to interest Latin Americans. At the present time, he said, this country's short

wave programs do not have a wide reception because of poor signal strength and the fact that people prefer their long wave outlets. On the other hand, Germany and Italy have not only been active in short wave broadcasting aimed at Latin America but have also bought time on the local long wave stations and are providing excellent programs to the large listening audiences.

The CBS president emphasized that the re-transmission of CBS programs will be a regular and not a spasmodic arrangement. All stations affiliated with the Latin American network of CBS have agreed to carry the CBS programs for at least one hour every day.

#### "Soap Operas" Popular

Among other information of interest to advertisers uncovered by Mr. Paley during his trip is the fact that dramatic programs, notably the "soap operas," are rapidly increasing in popularity in Latin America. He also noted the same hunger for news as exists among the people in this country at present.

In connection with the tour now being made by Don Francisco, formerly president of Lord & Thomas, to improve commercial relations with Latin American republics as part of the national defense program, Mr. Paley said that the coordination of efforts provided by Mr. Francisco will be welcomed by CBS.

The new network will be made possible by two new 50,000 watt transmitters, WCBX and WCRC, now being built at Brentwood, Long Island. Stations affiliated with the network will have specially designed receiving equipment which will enable them to pick up and rebroadcast the programs sent over the new transmitters. Eight directional antennas will be erected from the two stations.

### Wisconsin Judge Denies Association Plea

An interesting legal point was raised by Circuit Judge Daniel W. Sullivan of Milwaukee this month when he dismissed a petition of the National Association of Tobacco Distributors, Wisconsin division, for an injunction to restrain the Reed Drug Company of Milwaukee from selling or advertising certain tobaccos in violation of the state unfair sales act.

Judge Sullivan sustained the contention of the defense that only a wholesaler or retailer actually engaged in the tobacco business can seek relief under the act, and declared that the association does not classify under either of these headings.

### Bauer & Black, Lewis Divisions Consolidated

Lewis Mfg. Company, formerly located at Walpole, Mass., and Bauer & Black, Chicago, both divisions of the Kendall Company, are being consolidated effective Jan. 1, with headquarters at the Bauer & Black plant in Chicago. R. A. Whidden continues as president, C. K. Perkins as general sales manager, and H. B. Crow as sales manager.

The executive sales staff of Lewis will continue to serve the hospital market from Chicago headquarters. Ruthrauff & Ryan, New York, will continue to handle Blue-Jay advertising, and J. Walter Thompson Company, Chicago, will take over surgical dressing and elastic goods advertising.

### Levy to Arnel

Samuel Levy, formerly general manager of the Seal Sac Company, has been named merchandise manager and stylist of the shower curtain division of The Arnel Company, New York. Mr. Levy will also have charge of a closet shop and kitchen accessories department which is to be opened by the company.

### Gannett Dispenses Bonus

All full-time employees of the *Times Union* and *Democrat and Chronicle*, Gannett Rochester newspapers, who have been with the papers one year or more will share in 10 per cent of the publications' 1940 profits, Frank Gannett has announced. Similar action will be taken by other Gannett papers wherever earnings permit.

## Getting Personal

Alexander Harris, the new president of Art Metal Works, Inc., lives in a house in Monmouth County, N. J., which is nearly 200 years old. As a hobby, he raises and sells Barred Plymouth Rock chickens on his 60-acre farm. . .

Anson Lowitz, J. Walter Thompson Co. executive, has a profitable sideline occupation for evenings at home. He and Mrs. Lowitz have written a series of children's books. Their latest, "Tom Edison Finds Out," is a best-seller among juvenile books. . .

Corwin Wickersham, v.p. in charge of the foreign division of Standard Brands, Inc., recently returned from an extended South American trip during which he flew 14,000 miles on Pan-American planes. He was impressed by the industrial progress in South America, and the improvement of relations with the U. S. A. . .

Jake Breiel, assistant to president Harry A. Batten of N. W. Ayer & Son, went home to Kentucky for the holidays. It's an annual pilgrimage for him. . .

The best Christmas present of all arrived 10 days before the holidays at the home of S. G. Alexander, media and radio director, Weiss & Geller. It was a baby daughter, no less. . .

Verne Marshall, currently in the national spotlight as chairman of the No Foreign War Committee, was quick to correct a radio commentator who introduced him the other night as "ex-editor of the *Cedar Rapids Gazette*." Mr. Marshall left not a shadow of a doubt that he still holds that job. . .

David C. Murray, Detroit mgr. of *Fortune*, is descended from the family for whom the Murray Hill district in New York is named. One member of the Murray clan, his daughter Nancy, is about to forego the historic name. Her engagement has just been announced. . .

Florence Stiles, daughter of James E. Stiles, publisher of the *Nassau Daily Review-Star*, used her Christmas vacation from Wellesley to get married. She will graduate in June, when her husband will get his degree from M. I. T. . .

Sales representatives of Bulova Watch Co. will tender a dinner to John H. Ballard, president, at the close of the annual Bulova sales convention in New York next month. Mr. Ballard, who is believed to know personally as many jewelers as any man in the country, has been with the company for 30 years. He got his start at the age of 16 as an office boy. . .

Two of the media representatives on the program of the American Marketing Association had to endure some ribbing over their recent changes of heart. Frank Braucher, who spoke in behalf of magazines, admitted that he had spent some recent years in radio. F. N. McGehee, of Outdoor Advertising, Inc., also joined the true confession hour with a reference to 17 years in the newspaper field before taking his current post. . .

Neal Barrett, manager of Station KOMA, Oklahoma City, has been appointed chairman of a "Mile o' Dimes," designed to raise funds to combat infantile paralysis. The drive will culminate on President Roosevelt's birthday, Jan. 30. . . Edith Robinson, of the Harry M. Frost Company, Boston agency, liked one of her Christmas presents especially well. It was a new-born Siamese kitten. . .

Disabled veterans in Boston hospitals were fittingly remembered at Christmas, largely as the result of cooperation between the Advertising Club of Boston and Station WEEL. Edwin E. Leason, club president, made several radio addresses in behalf of the ex-soldiers. . .

When Bill McDonald, New England manager of *Time*, entertained Perry Prentice, vice-president of *Time*, Inc., at the Parker House recently, it was discovered that the guests numbered 13. The party called for Glen Sherrard's famous "Oscar," a dummy used for unjinxing such affairs, but Oscar was at the cleaner's. So a bust of Teddy Roosevelt was pressed into service. . .

Robert A. Weaver, president, Ferro Enamel Corporation, Cleveland, has presented part of his famous collection of antique porcelain enamels to the Cleveland Museum of Art. . . Appreciative citizens recently honored Basil Brewer, publisher of the *Standard-Times*, New Bedford, Mass., with a dinner and gifts for "outstanding public service." . .

Howard G. Ford, secretary, Sales Managers Association, Philadelphia, and originator of the award bearing his name, is a wood carver of note. A specimen of his handiwork, a hand-made speakers' stand, was presented to the association at its 30th annual dinner. . . Ed Voynow, Western manager for Edward Petry & Co., has made a deal whereby he will own the offspring of Wittless, a mare with Man O' War blood in her veins, and Ladysman, a sprinter of renown. It has been suggested that if the foal is a colt, "Account Executive" would be a suitable name. . .

John L. Meyer, secretary, Inland Daily Press Association, was given the Wells Memorial Key for outstanding service to National Sigma Delta Chi at a ceremony in the Windy City. . . J. T. Ward, owner and operator of Station WLAC, Nashville, is a lover and owner of fine thoroughbreds. His interest in this field has just won him the eagles of a Kentucky Colonel. . .

## All-Year Campaign in Magazines for Greeting Cards

Chicago, Dec. 26.—Gartner & Bender, Inc., one of the largest manufacturers of greeting cards in the country, will begin a consistent all-year magazine campaign next month, after successful results from tests conducted during the last quarter of 1940. Though one or two other producers in this field have reported definite increases in business from advertising, Gartner & Bender has been more impressed with the success of the telegraph companies in selling standardized messages than with that of its immediate contemporaries.

Gartner & Bender has wide-spread distribution, with emphasis on variety and department stores, which have usurped the place once held by the stationer as the leading exponent of greeting cards. Prices of its cards are about the same as others in the field, but copy will say that design and color are much superior to the mine run.

Small space will be used in *Collier's*, *Esquire*, *Good Housekeeping*, *Harper's Bazaar*, *House & Garden*, *Ladies' Home Journal*, *Liberty*, *Life*, *Mademoiselle*, *Vogue* and *Woman's Home Companion*. Salem N. Baskin Advertising Agency handles the account.

### Scale Maker Enters Refrigeration Field

Standard Computing Scale Company, Detroit, maker of scales, coffee mills and meat grinders, has organized a new division to manufacture air conditioning and refrigerating equipment. The principal unit to be manufactured is an air conditioning device with the trade name Dew-Aire.

W. M. Stewart will head the company's air conditioning and refrigeration division. Livingstone-Porter-Hicks, Detroit, which will handle advertising, is preparing a spring advertising campaign in business papers and newspapers.

### Three for Sidener

Sidener and Van Riper, Indianapolis agency, has been appointed by Allied Motor Parts Company, Detroit; Buffalo Pressed Steel Company, Youngstown, and Packard Mfg. Corporation, maker of automatic phonographs and appliances, Indianapolis.

### Haskelite Boosts Barnes

Victor S. Barnes, who has been with the company since 1931, has been named general sales manager of Haskelite Mfg. Corporation, Chicago.

### Publisher Gives Bonuses

Conover-Mast Corporation, publisher of business papers, has given all employes a Christmas bonus of a minimum of one week's salary.

### Represents "Chronicle"

Newspaper Associates, Inc., New York, has been named national representative of the *Chronicle*, North Attleborough, Mass.

### TETE A TETE



Says Pontiac advertising agency head W. A. P. John to Pontiac admanager Bill Mougey . . . "Now listen, Bill . . . here's the idea . . . and keep it quiet."

### READY TO SIGN?



E. B. Sorensen, of Fielder, Sorensen & Davis, Western car card sales organization, looks very happy while Fred Wilmar, of J. Walter Thompson Company, San Francisco, toys with something resembling an order blank.

### OH, SAY, CAN YOU SEE?

If you're looking for a fresh, vital and appealing new angle on your 1941 campaign . . . if you simply must get a better foothold on the great mother-home market, why not put Cradle Car Service on your list to do a vigorous job during the coming year?

The Cradle Car Service, Inc.

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## Color Blazes Way for Eureka Cleaner Promotion

### Changeover from Direct Selling Boosts Sales Volume

Detroit, Dec. 28.—Several innovations will feature the merchandising plans of Eureka Vacuum Cleaner Company for 1941, as outlined to its field men at their national sales convention here yesterday and today. The 1941 line of vacuum cleaners, previewed by the factory sales organization, will be introduced to the public through newspaper advertising in January and February, supplemented by national advertising in March when the big selling season opens.

Tying in with the feature theme of its 1941 line, Eureka's display at the Housewares and Major Appliances Exhibit at the Palmer House, Chicago, Jan. 5-10, will blaze with color, according to George T. Stevens, vice-president in charge of sales. The showing will glorify the 1941 line of Eureka vacuum cleaners which will be featured in brilliant colors of red, blue and rich brown.

The exhibit also provides for the demonstration of the new Eureka Attach-O-Matic coupler, an invention that simplifies the use of attachments. The company regards this device, which is covered by patents, as the greatest single improvement of conventional type cleaners developed in years. Its use eliminates fussing with the drive belt when attachments are used. Displayed with the cleaners will be new complete attachment sets and the popular Eureka Junior hand cleaning model.

#### Plan Steady Promotion

An important part of Eureka's display at the show this year will be the "Automatic Salesman." This is an automatic slide film machine that tells a complete moving story of the product in four-color pictures. The company plans to use this machine as part of a department store display in its 1941 sales activities. The showing in Chicago will be the first to the trade.

Announcing further plans for 1941, Mr. Stevens stated that Eureka will have a new promotion every month, bearing out his theory that there is no particular reason for such extreme seasonal peaks and valleys as are experienced in the vacuum cleaner business.

In adopting colors for its complete line next year, Eureka is not sailing uncharted seas. Besides following the modern trend in design, the new finishes were thoroughly tested as to sales appeal. Eureka models in colors and in conventional finish, along with competing makes of cleaners, were shown to

various groups of Detroit women who were asked to make their choice of cleaner. In these tests, color outweighed any other sales factor six times. Further confirmation of its value was had in the reception given the "Red Beauty," Eureka's pioneer in color, introduced last April. Although the highest priced model in the company's line, its ratio of sales to the total volume of all models has increased 25 per cent since its introduction.

#### Change Helps Sales

A little more than a year ago Eureka inaugurated a major change in its distribution policy, switching over from factory branches and direct house-to-house selling to straight wholesale operation. It did have some dealers and jobbers under the former plan. These were retained and many more added, while branches and direct selling were discontinued. Eureka also returned to national advertising from a basis of cooperative newspaper advertising exclusively. At the same time, the company adopted a policy of being much more liberal in dealer helps.

The results have been highly pleasing to the management. For the first ten months this year, Eureka sales have increased 43 per cent while the industry gained 23.6 per cent, and, on the basis of available figures, nine of these ten months have shown a consistent gain in the proportion of the industry sales secured. Since the first of the year, some 1,200 dealers have been added. These were brought into the organization on a selective basis as to quality and with an eye to balance as to the type of outlet.

### Movie Stars Glamorize Industrial Calendar

Photographs of Warner Brothers' movie stars, done by Hurrell and Scotty Welbourne, feature the 1941 calendar of C. F. Pease Company, Chicago. Each sheet carries a 16 x 11 1/4-inch photograph of a different star.

Robert Bentley, advertising manager, and Raymond Heer Advertising Agency prepared the calendar, which was lithographed by Lincoln Lithographing Company.

### MacAusland Named

Earle R. MacAusland has been elected president of Gourmet, Inc., New York, publisher of *Gourmet*. First issue of the new magazine will be published in January. Mrs. Roger W. Straus is vice-president and Ralph Reinhold, president of Reinhold Publishing Company, is treasurer.

### Increases '41 Budget

Following substantial sales gains in 1940, Hammacher Schlemmer & Co., New York, has increased its advertising appropriation for 1941. The hardware store's 93rd birthday will be featured, with 21 magazines and New York newspapers carrying the bulk of the advertising. Irwin Vladimir & Co., New York, is the agency.

### Adler to Knitting Mill

Milton Adler, formerly advertising manager of the *Daily News Record*, New York, has acquired an interest in the Worcester Knitting Mills, Worcester, Mass., and has joined the company.

### Heads Division

Dale S. Chamberlain, since 1935 vice-president and chemical adviser for Warwick Chemical Company, West Warwick, R. I., has been appointed sales manager of the stearate division.

### Norman Joins WNBH

Hugh R. Norman, for 12 years advertising and radio director of the Howe newspapers, has been appointed business manager of WNBH, New Bedford, Mass.

### Premium Book Out

The Meeker Company, Joplin, Mo., has produced a booklet, "Tested Premiums That Sell Merchandise," which is available from the company on request.

### Borne Is Sales Manager

Charles H. Borne has been appointed sales manager of Barbour Mills, Brockton, Mass., with headquarters in New York.

### Adds New Division

A special construction products division to handle all wire fabric items in this classification has been set up in Pittsburgh by the Pittsburgh Steel Company. Robert L. Glose is manager of the new unit, and Thomas C. Phillips is dealer sales manager.

### WPIT Moves

The personnel and portable equipment of WPIT, Westinghouse short wave station, have been moved from Pittsburgh to Boston, where test operations with a new 50 kilowatt transmitter are in the final stages. New studios have been built at headquarters of WBZ and WBZA, Boston, to house short-wave activities.

### Two for French

The Barry-Wehmler Machinery Company, St. Louis, manufacturer of bottle washing equipment and sterilizers, and the National Bearing Metals Corporation, St. Louis, have appointed Oakleigh R. French and Associates, St. Louis, as their advertising agency.

### To Swafford & Koehl

Swafford and Koehl, New York, has been appointed to direct the account of the Southern Florida Hotels, including the Miami Biltmore, Palm Beach Biltmore, Roney Plaza in Miami Beach, and the Whitehall, Palm Beach.

## National Defense to Be Featured Topic at NRDGA

New York, Dec. 24.—How retail advertising may aid the national defense program will be a featured subject of discussion of the sales promotion division of the National Retail Dry Good Association's 30th annual convention, to be held here Jan. 13-17.

Slated to provide the key for a code of conduct for retailers in a defense year is E. M. Stuart, sales ad publicity director of Broadway Department Store, Los Angeles. In line with the convention theme, "Keeping In Step With National Defense," he will stress lessons for retail advertisers learned in previous periods of emergency.

Copy testing will also come in for its share of comment. Prof. Charles Edwards of New York University will discuss modern methods of pre-evaluation, and an entire "Information Please" type session will be devoted to copy analysis. A "board of experts" consisting of eight female sales promotion executives will be quizzed.

General sessions of the NRDGA meeting will be highlighted by addresses by Donald M. Nelson, of

the National Defense Advisory Commission; H. W. Prentis, president of Armstrong Cork Company; Frank M. Mayfield, NRDGA president and head of Scruggs-Vandervoort-Barney, Inc., St. Louis; and Lew Hahn, NRDGA general manager.

### Consultants Merge

Harvey L. Williams and Associates, industrial management and engineering organization of Greenwich, Conn., has been merged with Stevenson, Jordan & Harrison, Inc., management engineering organization of New York.

### St. Marys to Blondin

St. Marys Woolen Mfg. Company, St. Marys, O., has named Catherine Blondin Associates, New York, as publicity and merchandising counselor.

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# Announcing

## THE SECOND ANNUAL MODERNIZATION SURVEY OF THE HOSPITAL MARKET

New construction and modernization projects make the hospital market particularly attractive to manufacturers of equipment for all of the various departments which are being made ready to meet the increasing demands for hospital service on the part of the public.

The 1940 Modernization Survey of HOSPITAL MANAGEMENT gave manufacturers a clear picture of the important sales opportunities represented by this widespread activity. The new 1941 survey will be even more inclusive. Broken down by departments, it offers specific information for manufacturers of building equipment, furniture, beds and bedding, food service equipment and laundry equipment as well as manufacturers of the numerous technical products required for the maintenance of hospital service.

Throughout this year HOSPITAL MANAGEMENT has carried on an editorial campaign for improvement of hospital equipment and methods, based on the revealing information supplied by the initial survey. These studies of how best to plan modernization, in all departments, have proved so popular with hospital administrators that they have been reprinted in book form—again demonstrating the editorial authority and acceptance of HOSPITAL MANAGEMENT.

The hospital market is expanding, and so is HOSPITAL MANAGEMENT. A 60 per cent increase in advertising volume is just one of the significant indicators pointing to this ABC-ABP magazine as your best bet for increasing your sales volume in this big consumer market. Ask us for details.

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# Hospital Management

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# Synthetics Require New Terminology, Collyer Declares

## Can't Convey Value of Products with Present Terms, He Says

New York, Dec. 24.—Current advertising terminology is inadequate to convey to consumers the real values inherent in recently developed synthetic materials, according to John L. Collyer, president, B. F. Goodrich Company. New merchandising techniques must be developed to cope with the rapidly growing synthetics industries and the public's unfamiliarity with the utility and performance qualities they provide, he said.

Mr. Collyer offered two specific suggestions. First, the creation of a "new advertising and promotional term to express to the consumer the original cost plus lifetime value of synthetics," and second, "scientific training" for retail sales staffs.

"The creation of a new term to express the actual cost of a product, arrived at by taking into consideration the purchase price plus the value rendered during its service life, would stimulate more intelligent buying and increase the purchasing power of the consumer dollar," he declared. "Many housewives would respond eagerly to more pioneering on the part of manufacturers and merchandisers in this direction, welcoming such an interpretation of value."

### Must Have Educational Background

As for retail sales training, Mr. Collyer was quick to point out that he was not suggesting "sales girls must become intellectual Amazons, with a detailed knowledge of chemical engineering." He insisted, however, "that they can and should be taught enough scientific facts so that they can give the consumer an enthusiastic picture of the dollar value and utility that are the real news in synthetics."

Because synthetics have unquestioned eye-appeal, he went on, most salespeople have dwelled on beauty instead of telling the real story—"that a Koroseal-treated shower curtain, for example, has not only style and color but that it will not stain or crack or mildew."

The widespread interest in the enlistment of synthetics in the national defense program was cited as

a tremendous stimulus to the use of synthetic materials for consumer goods. Sales volume for 1940 is expected to reach a new peak, outdistancing the 16 per cent gain listed by the United States Census Bureau for 1939 over 1937.

The discussion of synthetics merchandising was one of the highlights of a meeting of retail store executives held here in conjunction with the opening of new sales headquarters for Comprehensive Fabrics, Inc., a coordinating company for the products of ten manufacturers licensed to use Koroseal by the Goodrich Company. The products include shower curtains, notions and novelties, raincoats, bathing suits, umbrellas, closet accessories, industrial aprons, household gloves and beauty shop supplies. The new display rooms are located in the Empire State bldg.

# T. S. Morgan, F. W. Dodge Corp. President, Dies

New York, Dec. 23.—Rites for Truman Spencer Morgan, 72, president of the F. W. Dodge Corporation, New York, publisher of business magazines and catalogs, who died at his home here Saturday after a brief illness, were held here today at Christ Church, Methodist, of which he was a trustee. He had been at his office the Monday before his death.

Born in Rockton, Ill., he graduated from Beloit College in 1892 and that fall became business manager of the *American Manufacturer and Iron World*, Pittsburgh. From 1894 to 1902 he was publisher of the *Journal of Building*, Pittsburgh, and from 1902 to 1920 he was treasurer and manager of the F. W. Dodge Company of Pittsburgh, an affiliate of the parent company of the same name in New York.

In 1920 Mr. Morgan moved to New York. Publications of the corporation of which he was head include: *Dodge Reports*, *Dodge Statistical Research Service*, *Sweet's Catalogs*, *Architectural Record*, *Real Estate Record* and *Home Owners Catalogs*.

Mr. Morgan belonged to the Iron City Fishing and Advertising Club and Union League Club, he was a trustee of Beloit College and the New York City Society of Mechanical Engineers and Phi Beta Kappa. President Hoover in 1930 appointed him a member of the delegation representing the United States at the International Congress of Building and Public Works in London.

# Donald S. Page, Curtis Veteran, Dies Suddenly

New York, Dec. 24.—Donald S. Page, for the past 12 years manager of the New York office of *Ladies' Home Journal*, died suddenly here this week after an illness of less than three days. He was 47 years old, and had been with Curtis Publishing Company since 1921.

Soon after his graduation from Dartmouth in 1915, he went to work for Bassick Mfg. Company, Bridgeport, Conn. Except for a year and a half during which he served in the navy during the last war, he remained with that firm until joining Curtis. He was a lieutenant commander in the U. S. Naval Reserve at the time of his death.

Mr. Page was a pioneer in the self-censorship of magazine advertising copy. When the Copy Advisory Committee was established two years ago, Mr. Page was elected vice-chairman. This year he was elevated to chairman.

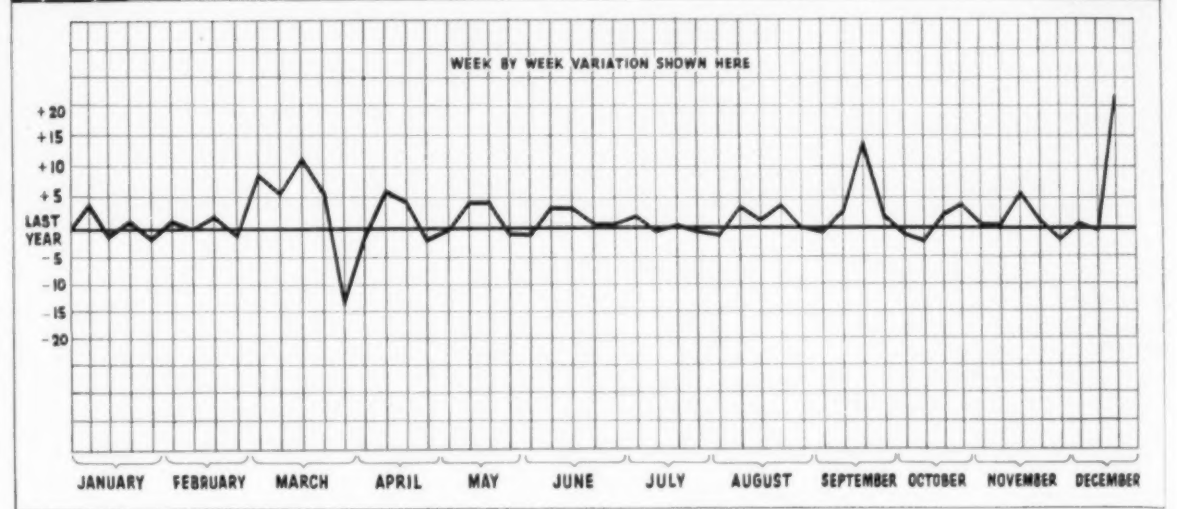
His first job with Curtis was to represent *The Saturday Evening Post* in Connecticut. In December, 1928, he was placed in charge of the New York office of *Ladies' Home Journal*.

### CLINTON J. WHITE

Worcester, Mass., Dec. 23.—Clinton J. White, 61, for the past two years sales manager of Harrington

# Index of Retail Activity in 82 Important Markets

Based on total retail advertising volume in all newspapers  
(Copyright, 1940, by Advertising Publications, Inc.)



	51-Week Period Ended Dec. 24, 1938	51-Week Period Ended Dec. 23, 1939	51-Week Period Ended Dec. 21, 1940	% Gain or Loss 1940 over 1938	% Gain or Loss 1940 over 1939	Week Ended Dec. 23, 1939	Week Ended Dec. 21, 1940	% Gain or Loss
Akron, O.	11,717,068	10,026,852	9,893,828	-15.6	-1.3	243,145	305,312	+25.6
Albany, N. Y.	8,780,626	8,470,338	8,095,893	-7.8	-4.4	211,375	253,294	+19.8
Atlanta, Ga.	16,541,930	18,534,988	16,370,718	-1.0	-11.7	471,089	541,996	+15.1
Baltimore, Md.	22,367,442	22,805,818	23,497,344	+5.1	+3.0	592,045	753,590	+27.3
Birmingham, Ala.	12,711,224	13,658,208	14,567,356	+14.6	+6.7	342,006	432,904	+26.0
Boston, Mass.	20,611,836	20,168,921	19,172,392	-7.0	-4.7	479,995	650,269	+35.5
Bridgeport, Conn.	9,311,568	10,199,622	10,749,060	+15.4	+5.4	294,560	349,916	+18.8
Buffalo, N. Y.	16,369,380	15,955,587	15,989,735	-2.3	+0.2	398,943	512,264	+28.4
Camden, N. J.	4,033,970	4,562,854	5,594,149	+36.4	+20.6	122,804	161,053	+31.1
Cedar Rapids, Ia.	4,847,304	4,998,964	4,863,119	+0.3	-2.7	140,476	163,954	+16.7
Charleston, W. Va.	10,294,755	10,508,074	10,712,409	+4.1	+1.9	295,561	396,886	+34.3
Chicago, Ill.	31,172,366	29,720,471	29,507,778	-5.3	-0.7	703,369	909,807	+29.3
Cincinnati, O.	15,950,701	16,204,142	16,955,201	+6.3	+4.6	413,528	474,849	+14.8
Cleveland, O.	15,192,258	18,373,499	19,054,390	+25.4	+3.7	477,663	562,829	+17.8
Columbus, O.	12,845,287	13,696,943	13,596,511	+5.8	-0.7	400,778	440,788	+10.0
Dallas, Tex.	21,296,132	21,391,860	20,536,615	-3.6	-4.0	614,778	664,601	+8.1
Davenport, Ia.	9,556,187	9,530,354	9,614,682	+0.6	+0.9	225,176	274,596	+21.9
Dayton, O.	13,510,848	14,182,570	14,773,228	+9.3	+4.2	378,112	469,952	+24.3
Denver, Colo.	8,202,876	9,056,728	8,700,490	+6.1	-3.9	222,654	252,059	+13.2
Des Moines, Ia.	6,504,688	6,587,988	6,765,536	+4.0	+2.7	162,756	181,990	+11.8
Detroit, Mich.	18,425,145	20,776,274	22,029,483	+19.6	+6.0	585,759	752,167	+28.4
El Paso, Tex.	10,140,084	10,812,487	10,799,762	+6.5	-0.1	247,954	272,720	+10.0
Erie, Pa.	9,842,044	9,590,910	9,493,232	-3.6	-1.0	246,540	260,862	+5.8
Evansville, Ind.	12,311,436	12,925,588	12,347,121	+0.3	+2.7	334,936	371,812	+11.0
Fall River, Mass.	3,248,060	3,530,597	3,610,936	+11.2	+2.3	99,343	118,624	+19.4
Flint, Mich.	7,512,526	8,240,728	9,122,092	+21.4	+10.7	195,328	248,458	+27.2
Fort Wayne, Ind.	10,876,131	11,081,388	11,346,864	+4.3	+2.4	296,744	370,240	+24.8
Gary, Ind.	5,619,945	6,173,156	6,623,745	+17.9	+7.3	190,313	217,654	+14.1
Grand Rapids, Mich.	9,153,808	8,884,470	9,437,946	+3.1	+6.2	136,404	282,590	+107.2
Greenville, S. C.	6,636,043	6,859,067	7,680,291	+12.2	+12.0	228,164	241,729	+5.9
Houston, Tex.	16,963,594	18,233,570	19,770,154	+16.5	+8.4	554,904	649,964	+17.1
Huntington, W. Va.	7,417,746	8,292,988	8,641,986	+16.5	+4.2	279,098	322,096	+15.4
Indianapolis, Ind.	16,302,300	17,466,860	18,524,901	+13.6	+6.1	479,430	492,660	+2.8
Jacksonville, Fla.	8,854,836	9,518,852	10,076,752	+13.8	+5.9	291,718	338,142	+15.9
Jersey City, N. J.	2,143,218	2,189,477	2,240,960	+4.6	+2.4	65,474	79,242	+21.0
Kansas City, Kan.	2,769,984	2,881,060	3,168,039	+14.4	+10.0	92,519	97,111	+5.0
Knoxville, Tenn.	10,321,053	11,064,583	10,962,728	+6.2	-0.9	280,812	369,348	+31.5
Little Rock, Ark.	9,461,006	9,427,669	10,014,746	+5.9	+6.2	203,966	280,196	+37.4
Los Angeles, Cal.	23,908,037	25,336,078	24,593,329	+2.5	-3.3	544,781	659,196	+21.0
Louisville, Ky.	14,329,900	15,141,481	15,255,602	+6.5	+0.8	432,740	504,719	+16.6
Lynn, Mass.	8,169,658	8,433,294	9,316,514	+14.0	+10.5	238,420	302,624	+26.9
Manchester, N. H.	3,730,103	4,520,311	4,349,817	+16.6	-3.8	105,936	125,772	+18.7
Memphis, Tenn.	11,745,595	12,533,402	13,396,488	+14.1	+6.9	341,992	393,022	+14.9
Miami, Fla.	12,833,917	13,073,068	13,996,838	+9.1	+7.1	415,919	502,222	+20.7
Milwaukee, Wis.	15,572,191	14,904,025	16,060,429	+3.1	+7.8	400,440	485,541	+21.3
Minneapolis, Minn.	14,711,356	13,827,264	12,507,498	-15.0	-9.6	322,808	338,829	+5.0
Moline-Rock Island	8,379,196	8,407,490	8,650,504	+3.2	+2.9	184,604	232,036	+25.7
*Nassau County, L. I.	2,681,804	2,719,025	2,725,649	+1.6	+0.2	73,443	112,226	+52.8
New Bedford, Mass.	3,199,126	3,235,806	3,752,616	+17.3	+16.0	94,290	122,052	+29.4
New Haven, Conn.	9,185,260	9,354,646	9,756,110	+6.2	+4.3	237,972	265,272	+11.5
New Orleans, La.	19,578,656	20,126,569	20,296,669	+8.6	+3.3	431,677	575,555	+33.3
New York, N. Y.	61,154,389	60,672,998	60,573,721	-1.0	-0.2	1,350,962	1,712,510	+26.8
Brooklyn, N. Y.	4,825,414	3,929,276	3,605,519	-25.3	-8.2	70,196	83,086	+18.4
Norfolk, Va.	9,227,022	9,732,996	10,645,992	+15.4	+9.4	269,920	302,288	+12.0
Oakland, Cal.	7,688,750	8,443,820	9,232,544	+20.1	+9.3	200,339	250,071	+24.8
Oklahoma City, Okla.	11,872,217	9,095,822	8,115,694	-31.7	-10.0	198,044	223,580	+12.9
Omaha, Neb.	6,191,219	6,032,994	6,166,298	+0.4	+2.2	181,717	193,200	+6.3
Peoria, Ill.	10,610,179	11,458,765	12,277,899	+15.7	+7.1	371,974	371,924	+0.0
Philadelphia, Pa.	27,720,127	28,592,546	29,713,402	+7.2	+3.9	691,268	843,284	+22.0
Phoenix, Ariz.	7,853,350	7,736,806	8,549,043	+8.9	+10.5	205,464	236,810	+15.3
Pittsburgh, Pa.	21,645,470	20,787,718	21,580,020	-0.3	+3.8	482,048	635,096	+31.7
Portland, Ore.	11,883,724	12,480,925	11,751,712	-1.1	-5.9	233,170	336,602	+44.4
*Reading, Pa.	9,821,449	10,261,845	10,261,845	.....	.....	255,962	.....	.....
Richmond, Va.	12,513,382	13,068,416	13,224,680	+5.7	+1.2	356,622	393,092	+10.2
Richmond, N. Y.	15,190,158	15,542,539	15,856,947	+4.4	+2.0	385,361	457,591	+18.8
Rockford, Ill.	7,676,725	8,103,914	8,882,510	+15.7	+9.6	190,050	279,590	+47.1
Sacramento, Cal.	8,083,759	8,384,936	8,444,103	+4.5	+0.7	177,394	221,928	+25.1
San Antonio, Tex.	6,586,487	7,538,727	8,010,473	+21.6	+6.3	177,064	235,173	+32.8
*San Diego, Cal.	13,063,506	13,233,479	11,542,818	-11.7	-12.8	228,214	505,596	+121.0
Seattle, Wash.	9,760,487	11,716,838	12,091,028	+23.9	+3.2	196,826	240,674	+22.3
*South Bend, Ind.	7,286,224	5,389,549	5,593,240	-23.2	-3.8	129,639	168,933	+30.3
*Spokane, Wash.	6,639,052	6,639,052	6,505,958	-2.0	-1.9	149,380	160,188	+7.2
St. Louis, Mo.	18,025,441	18,404,290	18,721,465	+3.9	+1.7	402,885	516,440	+28.2
St. Paul, Minn.	11,276,917	11,066,981	10,670,459	-5.4	-3.6	254,657	248,705	-2.3
Syracuse, N. Y.	8,517,182	8,350,125	8,487,639	-0.4	+1.6	238,504	297,770	+24.8
Tacoma, Wash.	6,080,368	6,408,928	6,621,117	+8.9	+3.3	119,056	158,824	+33.4
Tampa, Fla.	6,291,786	7,085,694	8,003,718	+27.2	+13.0	226,268	238,896	+5.6
Toronto, Ont., Can.	17,811,073	16,526,427	15,575,472	-12.6	-5.8	406,613	449,451	+10.5
Troy, N. Y.	4,186,082	4,593,072	4,515,196	+7.9	-1.7	110,166	160,160	+45.4
Tulsa, Okla.	9,336,716	9,218,924	9,561,824	+2.4	+3.7	251,636	275,156	+9.3
Washington, D. C.	36,029,868	35,100,886	36,002,538	-0.1	+2.6	938,117	1,201,403	+28.1
Youngstown, O.	7,343,775	7,878,242	8,567,256	+16.7	+8.7	239,281	263,050	+9.9
Total	980,448,639	1,000,361,749	1,018,970,430	+3.9	+1.9	25,224,632	30,802,721	+22.1

1 Akron Times-Press discontinued Aug. 28, 1938. 6 Atlanta Georgian and Sunday American ceased publication Dec. 17, 1939.  
2 Chicago Herald & Exam. discontinued Aug. 28, 1939. 7 Minneapolis Star and Journal merged Aug. 1, 1939.  
3 Oklahoma News discontinued Feb. 24, 1939. 8 Newsday, new publication, launched Sept. 3, 1940.  
4 News-Times discontinued Dec. 28, 1938. 9 Spokane Press discontinued Mar. 18, 1939.  
5 San Diego Sun suspended publication Nov. 25, 1939. 10 Reading figures not included in totals.

& Richardson Arms Company, Worcester, Mass., died suddenly Dec. 14 while on his way to his office. He had been with the company for five years, having previously been a sales representative for the Winslow Skate Company.

**Webster Goes to WCED**  
Bob Webster has resigned as an announcer at WCAE, Pittsburgh, to become manager of WCED, DuBois, Pa., a new station which plans to start broadcasting by mid-February.

**ANA Sets Meeting Dates**  
The Association of National Advertisers will hold its spring meeting May 14-17 at the Westchester Country Club, Rye, N. Y., and the fall meeting Oct. 22-25, at the Homestead, Hot Springs, Va.

**WANTED!**  
Artists and advertising layout men everywhere to investigate the Schmitt All-Purpose Drawing Table. It's a 3 in 1 table of highest quality, yet in the low-price field. See it at your dealers or write direct to  
**SCHMITT & CO.**  
1524 14th ST. PLACE, DES MOINES, IOWA

**Cover**  
Mo Ky Tenn Ark  
**the 49th State**  
St. Louis plus the rich surrounding market  
with the **St. Louis Globe-Democrat**



# The Advertising Market Place

The rates for this department are as follows: "Help Wanted," "Positions Wanted," "Representatives Wanted," and "Representatives Available," 30 cents a line, minimum charge \$1. Terms cash with order. All other classifications (single insertion rates): 1/2 in., \$2.75; 1 to 3 in., \$4.75 per inch.

**MISCELLANEOUS**  
Use **ETCH PROOFS** of type for Heads. We have 20,000,000 kinds of type, styles and sizes. From 2 point to letters 15 inches high. BAIRD Ad-setters, 18 E. Kinzie, Chicago.

**POST CARDS**  
**PHOTOGRAPHIC POST CARDS**  
2c each in lots of 100 or more. Every card an actual photograph. High gloss, ferrotyped finish. Lettered if desired. Send any size photo. Grove Photo Service, Lafayette, Ind.

## New AMA Leader Warns Against Boom Psychology

(Continued from Page 1)

search associate of the Psychological Corporation, a member of the advisory staff of the Institute of Public Relations, and has engaged in retailing and newspaper work and served as a consultant in management problems in the commercial field.

Other officers elected by the American Marketing Association are Archibald M. Crossley, of Crossley, Inc., and Alvah B. Wheeler, of Magazines of Industry, Inc., vice-presidents; Howard W. Green, Real Property Inventory of Metropolitan Cleveland, treasurer; Dr. Albert Haring, Indiana University, secretary; and Dr. E. T. Grether, University of California, editor-in-chief, *Journal of Marketing*.

The following were elected directors of the association: Philip Salisbury, *Sales Management*; Robert Arkell, J. L. Hudson Company; Dr. Ralph Cassidy, Jr., University of California at Los Angeles; Robert F. Elder, Lever Brothers Company; Arthur B. Gunnarson, United States Chamber of Commerce; and Dr. Dudley M. Phelps, University of Michigan. Dr. Cowan, the retiring president, became ex-officio director.

### One-Customer Manufacturers

Commenting on the outlook in marketing for 1941, Dr. Hovde warned against the possible tendency to neglect development of normal markets under pressure of boom conditions originating in the national defense program.

**FREE with your first order**  
Jar and Brush FREE with your first order  
\$5 Artist Rubber Cement. Nationally used, 3 grades: Light, Medium, Heavy. \$2.75 per gal. postpaid. For Friskets use \$5 Special Frisket Cement, \$3.50 per gal.



**RUBBER CEMENT CO.**  
1018 No. Halsted St., CHICAGO, ILL.



## Your Home in Philadelphia

All the creature comforts graciously administered; plus the thrilling atmosphere of a great and famous hotel. Reasonable rates.

## BELLEVUE STRATFORD

IN PHILADELPHIA  
CLAUDE H. BENNETT, General Manager

"Too frequently in periods of American economy when production dominated business," he said, "executives have been inclined to ignore markets for future development. Today producers are entering upon schedules with large-scale government contracts and are running the risk of becoming one-customer manufacturers.

"It is a pleasant experience to operate under boom psychology, but it must be remembered that the economic reaction can bring serious individual problems unless proper attention is given to the marketing function of business."

## Pepsodent Claims Revolution in Tooth Brush Field

(Continued from Page 1)

plan, which will meet the public eye for the first time in a color page in *The American Weekly* of Jan. 26. Similar units will follow in *Life*, *The Saturday Evening Post* and *This Week*, while the Bob Hope show on the NBC Red network will break the news Jan. 28 and every Tuesday thereafter. This copy will make what Pepsodent believes is an irresistible offer—a 50-Tuft brush plus a 25-cent package of Pepsodent tooth paste or powder for 50 cents.

Pepsodent's appraisal of the tooth brush situation was set forth in a broadside which appeared a fortnight ago, flashing the news that it would shortly introduce two new brushes. This document said that sales of 50-cent brushes have taken an alarming drop because the public won't pay 50 cents when it can get almost the same features in a product priced at half that sum. The average consumer price of all brushes, Pepsodent told the trade, dropped 11 per cent during the 12 months ending Aug. 31, 1940, and in spite of steadily reduced prices, unit sales actually decreased. It attributes this situation to the impossibility of making more people use tooth brushes.

"Those who do are quite willing to pay less, but they won't buy more brushes," said the Pepsodent exposition.

Turnover, its analysis said, has declined to less than two times per year, because dealers have been told that large stocks would stimulate sales, so that inventories today are the largest in history.

### Analysis of Situation

The new portfolio, handsomely garbed in color, like the "rainbow of hues" in which the Pepsodent "50-Tuft" handles come, contains this statement by Charles Luckman, vice-president and general manager of the company:

"Many of our friends have asked why Pepsodent has entered the tooth brush field at this time. They have wondered why we would venture to place the name 'Pepsodent,' in which we have invested \$50,000,000, in the chaotic brush business. "That the tooth brush business is in a state of confusion today

cannot be denied. A large part of your profitable 50-cent brush volume has been taken away from you—and you haven't been given anything in return.

"There was a simple reason for this unfortunate situation. A few years ago, 50-cent brushes had certain features which were to be found only in brushes at that price. Today that is not true.

"As you know, a short time ago du Pont brought out a new synthetic bristle. Different manufacturers have applied various names to this product. Du Pont's name is 'Nylon.' Unquestionably in the future other names will be used by other manufacturers. However, the confusion that exists can be cleared up easily by this simple statement: du Pont makes only one synthetic bristle.

"No matter what name they may give it, all tooth brush manufacturers are referring to the same—the one and only—du Pont synthetic bristle. Because of the requirements of various manufacturers, du Pont furnishes this bristle in several diameters. These diameters vary by only 1/1,000th of an inch.

"So retail druggists now face the difficult situation of having brushes in almost every price range with the same synthetic bristle story. There is hardly any reason for your customers to buy 50-cent brushes which heretofore provided such a large part of your total tooth brush profits. This has created a problem and an opportunity.

"That is why the name 'Pepsodent' now appears on a tooth brush. And again Pepsodent makes history.

"We present the Pepsodent '50-Tuft' tooth brush—the only brush in the world with 50 tufts of du Pont's synthetic bristle in a small head—twice as many tufts as any other tooth brush. For advertising convenience, Pepsodent's trademarked name for this du Pont synthetic bristle is 'Fibrex.'

### Process Is Patented

"This history-making brush is made possible by a new, patented process on which we have exclusive rights. Thus, only Pepsodent can give you twice as many tufts in a compact, modern head. Only Pepsodent can give your customers twice as many tufts for double-power cleansing. And best of all, we can offer this brush at 50 cents.

"The Pepsodent '50-Tuft' tooth brush has everything. It is a wonderful and obvious value to your customers. It has the only individual sales story in the tooth brush business. It involves no arguing and explaining. It has the highest dollar profit for you. It has the power of a \$1,000,000 advertising program to support it continuously through 1941. It is completely guaranteed both to the consumer and to you, by the Pepsodent Company.

"For all of these reasons we believe that you will welcome the Pepsodent '50-Tuft' tooth brush and support it with your best display and selling efforts."

The deal to druggists includes the all-metal, revolving-type tooth brush tower display which Pepsodent says will add color and distinction to any drug counter, harmonizing with all store interiors and fixtures, and making it easy for the consumer to select the brush he wants. The company compares the brush "tower" to a toe dancer, whose pirouette requires little room. The statement is made that as a matter of cold statistics, the new display occupies less than one square foot of space, "leaving your counter free to display other profitable merchandise." The "Professional" line is displayed in the base unit, the higher priced brush in the surmounting case. The complete display is only 26 inches high.

### Two Deals Offered

The major deal to druggists is based on orders of two dozen "hard" and two dozen "medium" 50-Tuft brushes and two dozen of the Professional brushes, which entitles the buyer to two dozen 25-cent cartons of Pepsodent tooth

## HOW GROWTH OF FAMILIES EXPANDS MARKET

More Rapid Increase Than Family Growth

	1929	1939	Increase	% Increase
Est. families with refrigerators . . . . .	1,223,000	12,101,000	10,878,000	890
Est. families with washing machines . . . . .	5,735,000	13,481,000	7,746,000	135
Est. families with radios . . . . .	9,250,000	27,500,000	18,250,000	197
Est. families with wired homes . . . . .	19,090,000	23,517,000	4,427,000	23
<b>Growth Lagging Behind Family Growth</b>				
Passenger car registration . . . . .	23,121,000	26,201,000	3,080,000	13
Residential tele-phones . . . . .	13,178,000	13,483,000	305,000	2
New home construction (family units) . . . . .	509,000	474,600	-34,400	-7
Home furnishings retail sales (Furniture, household appliance group) . . . . .	\$2,754,721,000	\$1,603,000,000	-\$1,151,721,000	-42

paste and the same number of powder, as well as the tower display and a new window display. Minimum sales price on the "50-Tuft" will be 47 cents, on the Professional, 19 cents. A junior deal involving one dozen of each of the new brushes is also available. On the larger quantities, the druggist makes a profit of 35.6 per cent; on the smaller, 33.8 per cent.

Advertising will herald "Twice as many tufts as any other tooth brush for double-power cleansing," the entire campaign giving emphasis to the last phrase. Lord & Thomas is the agency.

### Two Name Cairns

Advertising of William Skinner and Sons, maker of linings, satins and other textile products, and of the boys' and men's wear departments of Crompton-Richmond Company, maker of corduroys, has been placed with John A. Cairns & Co., New York.

### Foreign Accounts to McC-E

The Brazil offices of McCann-Erickson at Rio de Janeiro and Sao Paulo have been appointed to direct advertising of Instituto Brasileiro de Farmacia e Biologia S. A., newly organized pharmaceutical house, and Carvalho & Chaves, new woman's dress manufacturer. Newspapers and magazines will be used for the former, and newspapers and radio for the latter.

### Wolfe in Four A's

Ralph L. Wolfe & Associates, Detroit, has been elected to membership in the American Association of Advertising Agencies, continuing the membership of Seiler, Wolfe & Associates, the predecessor company.

### Industrial Stores Meet

The National Industrial Stores Association will hold its 15th annual convention at the Hotel William Penn, Pittsburgh, Aug. 18-20, 1941.

### Bonus to WDRC Employees

All staff employes with WDRC, Hartford, Conn., more than a year received a Christmas bonus of two weeks' pay.

## Vast Market Seen in 16% Increase in Family Units

(Continued from Page 1)

ket," according to the research expert.

The accompanying table shows how some of the 10-year growths compare with the 4,868,010 or 16.3 per cent increase in families.

### Home Construction Needed

The total new residential construction for the 10 years 1930 to 1939, inclusive, provided for only 2,217,000 family units, hence, much of the over-expansion of building in the '20s has been absorbed by the excess growth of families in the last 10 years. In the last 20 years new residential construction has provided for about 9,000,000 family units while the number of families has increased about 10,500,000.

This indicates a definite need for new residential construction even disregarding the fact that a large number of homes have been destroyed or have become uninhabitable in the last 20 years. This also indicates that over two-thirds of the U. S. families live in homes over 20 years old which must in many respects be unsatisfactory according to present day standards.

The potential needs created by this expanding family market—particularly the need for new home construction and modernization—may offer the cushion to offset the slump that so many expect when the peak of defense expansion has passed, Mr. Johnson believes.

**Jess STRIBLING Associates**  
LAYOUTS  
LETTERING  
ILLUSTRATING  
RETOUCHING  
**ADVERTISING ART**  
CENTRAL 9503  
140 South Dearborn Street, Chicago, Ill.

## Business Publisher Needs an Assistant

The publisher of a business paper is looking for a capable assistant, who knows business publishing, to help handle advertising and promotion activities. What he would like is a man capable of handling advertising correspondence, preparing promotion and advertising material, and in general of backing up his advertising salesmen with effective ideas and sales material.

Give full details, in confidence, in first letter.

Box 3226, ADVERTISING AGE, Chicago



On the Music War Front . . . . .

# BMI Insists It Has Plenty of All Kinds of Tunes

New York, Dec. 24.—If you're part of a male quartet and the ASCAP-radio music battle had you worried about what the dance bands on the air were going to help you sing when the bells ring in 1941—relax, brother.

You'll hear plenty of Auld Lang Syne and you won't be thrown into the hoosegow if you bellow to your heart's content. In fact, you can even get your favorite band to play Hot Time in the Old Town Tonight, and, if you really want to give, you can use For He's a Jolly Good Fellow and Hail, Hail, the Gang's All Here as encores.

These happy tidings were Broadcast Music's way of saying "Merry Christmas" today to all professional fretters whose long faces bespoke anguish over the anticipation of having to keep their larynxes padlocked New Year's Eve lest they permit an ASCAP-verboten air to slip through the microphone.

### Release List of Tunes

A complete listing of all BMI tunes available for radio use showed plenty of auditory ammunition for every occasion. For the patriotic moment, for example, Star Spangled Banner, America, Battle Hymn of the Republic, Yankee Doodle, Columbia the Gem of the Ocean, America the Beautiful. . .

Old Favorites—Man on the Flying Trapeze, She'll Be Comin' Round the Mountain, Sweet Genevieve, Hinky, Dinky, Parley-Voo, and many others. . .

Waltzes—Blue Danube, Tales from the Vienna Woods, Skater's Waltz, Merry Widow Waltz, Sleeping Beauty Waltz. . .

For St. Patrick's Day—Wearing of the Green, Come Back to Erin, Kathleen Mavourneen, Londonderry Air. . .

Scotch Songs—The Campbells Are Coming, Loch Lomond, Blue Bells of Scotland, Annie Laurie, Comin' Through the Rye. . .

College Songs—Far Above Cayuga's Waters, Eyes of Texas, Guard of Old Nassau, Fair Harvard, Little Brown Jug, Lord Jeffrey, Rambling Wreck from Georgia Tech. . .

You get the idea!

### Leading Names on List

As for the works of leading American and foreign composers of the past 25 years, BMI's catalog includes works of Victor Herbert, George Gershwin, Rodgers and Hart, John Philip Sousa, Jerome Kern, Sigmund Romberg, Edward MacDowell, Ethelbert Nevin, and numerous other names of high repute.

Rhumba fiends will find themselves in seventh heaven with 65,000 rhumbas, congas and tangoes available through BMI. This figure represents 95 per cent of all music copyrighted and 90 per cent of all records of this type of music.

Modern serious music, operatic and symphonic classics, hymns and sacred music, marches and patriotic numbers, and cowboy, hillbilly and folk music abound in the BMI catalog.

ASCAP officials today pointed out that the society has not altered its policy of making available its music, free of charge, to non-commercial religious, educational and government radio programs. The continuation of such programs was described as consistent with radio broadcasting's operations "in the public interest, convenience and necessity."

# Court Declares Copyright Pool of Music Illegal

Tacoma, Wash., Dec. 24.—Broadcasters were presented with a handsome Christmas gift in their fight against the American Society of Composers, Authors and Publishers when a United States district court here refused to grant an injunction against a state law with the opinion that ASCAP constitutes an illegal combination in restraint of trade. The rebuff was the second suffered by ASCAP in this area, a federal court at one time refusing to hear the case. ASCAP appealed and the Supreme Court of the United States ordered the case heard on its merits. Another appeal from today's ruling is in prospect.

The Washington law, like others in force in Nebraska, Florida, Tennessee and Montana, makes it illegal for separate holders of music copyrights to pool their interests in order to fix prices, collect fees, or issue blanket licenses. It also requires payment of license fees on a per piece basis, rather than the fixed percentage method, a primary point in the present dispute between radio and ASCAP.

### Violates Sherman Act

The district court said that plaintiffs in equity cases must come into court with clean hands, and continued:

"There can be little question that the Society has the power to fix prices for the right publicly to perform compositions for profit. Likewise, it has substantially restricted all competition in the sale of such rights, because it has all such rights. Since the interstate commerce feature is conceded to be present, the Society clearly violates the Sherman Anti-Trust Act unless the right to publicly perform for profit is not embraced within the act."

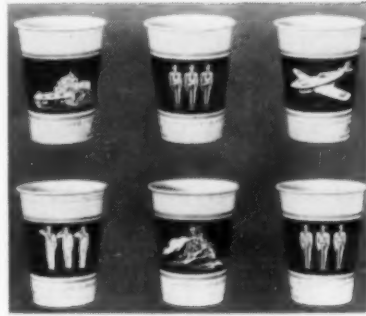
# Columbia Puts Non-ASCAP Tunes on Records

New York, Dec. 24.—As the battle of radio music moved toward a climax, Columbia Recording Corporation revealed that it has completed arrangements with Lang-Worth Feature Programs, Inc., to record the transcription company's entire 1941 library of non-ASCAP music.

Columbia recently recorded 400 Lang-Worth selections, with Jimmy Lunceford, Ray Herbeck, Harry Horlick, Shep Fields and Howard Barlow numbered among the artists represented. There are 1,701 non-ASCAP tunes making up the balance of the basic Lang-Worth library.

The library is divided into two units, one wholly tax-free and the other licensed by BMI. They are

## PATRIOTIC



Dixie-Vortex Company has just introduced this new "Defend America Series" of paper cups.

to be sold either singly or together, along with a continuity index and files enabling stations to build local commercial programs around either tax-free or BMI music.

One feature of the deal is that stations subscribing to a 12-month service contract are permitted to cancel at any time up until April 1, 1941. According to the Columbia announcement, "it is expected the ASCAP situation will have been clarified permanently" by that time.

The Columbia-Lang-Worth deal helps to solve one vexing aspect of the music battle, by offering stations a transcribed library of non-ASCAP music. The National Association of Broadcasters, which fathered BMI, cooperated in insuring a supply of recorded non-ASCAP music.

### INDEMNITY CLAUSE URGED ON STATIONS

New York, Dec. 26.—In anticipation of legal difficulties expected to crop up in 1941 when ASCAP music will be ruled off the air by most stations, the National Association of Broadcasters has advised member stations to insert a new indemnity clause in their contracts with advertising agencies.

The new clause replaces paragraph 6 (c) in the contract form. It was drawn up by Russell P. Place, NAB counsel, in conjunction with the American Association of Advertising Agencies. Stations were advised of the new clause in a letter from Mr. Place.

The letter urged all stations not renewing their ASCAP contract to strike paragraph 6 (c) from the standard order blank forms, and to inform agencies with which they do business of the change.

The new clause places responsibility for defending any legal action, brought by any third party against agency or advertiser in connection with broadcast material originated at the station, with the station. Similarly, any action against a station resulting from agency prepared material must be defended by the agency involved.

### SOLID ASCAP FRONT SHATTERED IN NEW YORK

New York, Dec. 26.—The solid front presented by New York radio stations in the current music war was shattered today when WHN indicated it will sign a new ASCAP contract. This development was not unexpected since the station is controlled by Metro-Goldwyn-Mayer interests whose three music subsidiaries were recently lined up under the ASCAP banner.

Radio gossip insisted that WHN's two chief independent competitors here, WMCA and WNEW, would soon follow suit but station officials refused to comment.

### KXOK Joins Blue Net

KXOK, St. Louis, will join the National Broadcasting Company Blue network as a basic outlet Jan. 1. The station recently boosted its power to 5,000 watts day and night and changed its frequency to 630 kilocycles.

### Bond Bread on Quaker Net

General Baking Company will use 15 stations of the Quaker Network, beginning Dec. 30, to promote Bond Bread, using a "Breakfast Gang" program Monday through Friday from 9 to 9:15 a. m. Ivey & Ellington, Philadelphia, is the agency.

# Number of Jobbers Expands Faster Than Their Volume

Washington, D. C., Dec. 24.—Though competition is much keener among wholesalers than in former decades, the heralded demise of that trade factor seems far away, according to a preliminary 1939 report issued by the Bureau of the Census.

Wholesale sales in 1939 amounted to \$55,112,468,000, an increase of 29 per cent over the figure for 1935, but 18 per cent below that of 1929. Sales aggregated \$42,802,913,000 in 1935 and \$66,983,024,000 in 1929.

The 1939 figures were reported by 201,781 establishments, 14 per cent more than the 176,756 in 1935 and 20 per cent above the 168,820 doing business in 1929. Average annual sales per establishment amounted to \$273,000 in 1939, compared with \$242,000 in 1935 and \$397,000 in 1929.

Compared with retail, wholesale sales are in excess of the total retail business by approximately 13 billion dollars. This difference is due to several factors. In addition to selling to retailers, many wholesale establishments conduct an export business, and some, notably agents and brokers, sell to other jobbers. Still others sell raw materials and capital goods to industrial, commercial, institutional and professional users, these goods failing to touch any retail channels.

### Division of Total

Service and limited function wholesalers accounted for 42.8 per cent of all wholesale trade in 1939, compared with 42.9 per cent in 1929. Manufacturers' sales branches accounted for 16 per cent, compared with 15.8 per cent in 1929. Manufacturers' sales offices now do 8.5 per cent of the total, against 8.4 per cent a decade ago. Petroleum bulk stations and terminals handle 6.8 per cent, compared with 6.3 per cent in 1929, while agents and brokers do 20.3 per cent, compared with 20.8 per cent ten years ago. Assemblers, mainly of farm products, complete the summary with 5.6 per cent, against 5.8 per cent in 1929.

The preliminary report found that the largest gains among wholesalers since 1935 were among those handling beer and liquors, relatively new lines, and metals, lumber, building materials, plumbing and heating goods, waste materials (chiefly iron and steel scrap) and machinery-industrial or heavy goods trades. Larger than average increases were also noted in jewelry, coal, electrical goods and hardware.

### Thompson Expands Drive

Thompson Products, Cleveland, is increasing its business publication schedule for 1941. Copy while promoting the entire line will feature aerotype break-in motor oil, a new magnaliner for aligning wheels and a factory-processed con rod exchange service. The company also is putting out a Repair and Tune-Up Manual. Griswold-Eshleman Company, Cleveland, is the agency.

### Robbins Opens Office

Elliott W. Robbins, formerly publicity director of the Boston office of N. W. Ayer & Son, has opened a publicity office under his own name in the Park Square bldg., Boston.

### Bryant Heads Austin

George A. Bryant, executive vice-president and general manager of the Austin Company, Cleveland, since 1930, has been elected president and general manager, succeeding the late W. J. Austin.

### Donohue Joins NBC

John Donohue, formerly with Transamerican, San Francisco, has been appointed Blue network salesman for the NBC Detroit office. R. H. White, who has represented both Red and Blue networks in Detroit, will concentrate on red network sales.

# Lysol Releases 'Epidemic' Copy on National Scale

New York, Dec. 24.—With health authorities working to prevent the spread of influenza throughout the country, Lehn & Fink Products Corporation prepared to release its famous Lysol "epidemic copy" for the first time on a national scale. Copy appeared last weekend in 70 newspapers promoting Lysol disinfectant as a "protective measure."

The 75 newspapers in 60 cities on the Lysol schedule have on hand specific copy to be used when there is danger of an epidemic. This "epidemic copy," which is of a general nature and applicable to all situations where sickness is imminent, is substituted on advice from Lennen & Mitchell, Lysol agency, for the regular copy promoting the use of Lysol in the home for ordinary cleansing purposes and feminine hygiene.

Up to date, the most extensive use that has been made of the Lysol "epidemic copy" was at the time of the Mississippi and Ohio valley floods in 1938. It is ordinarily released about twice a year in smaller sections of the country during an epidemic.

### To Run Twice Weekly

Newspapers in California, where influenza first broke out, in Washington, Portland, Ore., and one newspaper in New York have already substituted the special insertion for the regular copy. According to the agency, it will probably be used twice weekly until the end of the month.

With the headline "When Epidemic Threatens," copy advises the addition of Lysol to water for scrubbing the home and disinfecting sickroom utensils. "Don't wait until sickness has spread to your own household. Take steps NOW to cooperate with your health authorities in safeguarding your home and family. One of the important precautions you can take is to disinfect as you clean . . . from cellar to garret throughout your home—with 'Lysol'."

Retail druggists have also been provided with window stickers advocating the use of Lysol in a home where one person is ill to prevent the spread to the other members of the family.

### Davidson Appoints

Davidson Brothers Corporation, New York, has appointed Briggs & Varley, New York, to handle its advertising. Mrs. H. S. Kohler has been made advertising counselor to the company, which makes Mary Barron slips.

### Opens Models Bureau

Edward First has organized the Models Bureau at 1700 Walnut street, Philadelphia.

# MAILING LISTS

## All Classifications

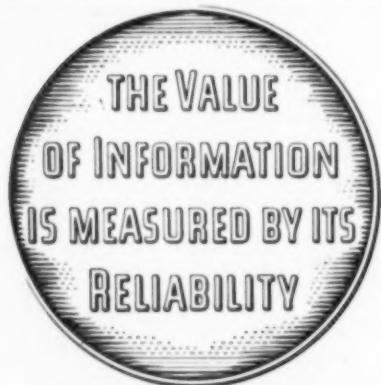
A COMPLETE DIRECT MAIL ADVERTISING SERVICE

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27 South Market Street  
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# JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO—520 N. Michigan Ave.—Superior 8659  
NEW YORK—341 Madison—Murray Hill 9-6084  
DETROIT—New Center Building—Madison 7889  
ST. LOUIS—455 Paul Brown Bldg.—Chestnut 4154  
LOS ANGELES—Ch. of Com. Bldg.—Prospect 3584  
SAN FRANCISCO—608 Russ Bldg.—Douglas 3188



# PHOTOGRAPHIC REVIEW OF THE WEEK

### HOW A COUPLE OF KIDS PLAYED THEIR PARTS



This photograph shows a set in the studios of Sarra, Inc., arranged for an elegant bathroom scene to be used by the Crane Company. The child models seem to be having fun in the background, while in the foreground Wilbur Smart, art director of The Buchen Company, Carl Oser, photographer, and Miss Louise Comstock, editor of Crane's "Home Desirable," get things settled.

### AND HERE'S THE FINISHED PRODUCT



How the photograph shown in the making above looked when it was finally ready for use.

### G-E PREVIEWS MAJOR 1941 APPLIANCE LINES IN EIGHT CITIES



A glimpse of the water heater division of the display which General Electric Company showed to distributors in eight cities this month. Big halls were used and complete displays of all appliance lines were shown. In this photo Ray Rich, sales manager, and Jack Poteat, manager, are demonstrating the new Calrod water heater unit to visitors.

### NEW FIELD



How Lysol is telling its story of "hospital clean" rest rooms to the service station field.

### JOY TO SKIERS



Al Joy, president of the San Francisco Advertising Club, hands a cup of cheer to Emilie Kisingbury while Yvonne Blossom, champion skier, waits her turn. It all happened at the annual winter sports day luncheon of the club.

### NO INTERRUPTION



and still they come

...and still they come...  
...and still they come...  
...and still they come...

TREVOR E. HODGES

Trevor E. Hodges, importer of English furniture, used this full page in the December issue of Arts & Decoration combined with The Spur to impress readers with the fact that shipments are still being received.

### MAKES A HIT AT CONVENTION



Over 1,600 jobbers, manufacturers and guests had their pictures taken in this remarkable setting which was part of the Sealed Power Corporation booth at the Automotive Service Industries Show. It is a duplication of one of Sealed Power's most famous 1940 advertisements, "The Sealed Power Family Is Growing."

### AUTOMOTIVE ADMEN AT HARVESTER PARTY



Four automotive advertising men watched the introduction of the 1941 International Harvester truck line together. Left to right, R. Vandwert, New York Journal American; Jack Kelly, New York World-Telegram; C. H. Karsboom, Brooklyn Eagle; Bert Pierce, New York Herald Tribune.

### HOW ESTATE STOVE ANNOUNCED ITS PLANS



This scene from the annual sales convention of Estate Stove Company, Hamilton, O., shows one phase of the presentation of advertising and promotion plans. At left is Walter S. Rowe, merchandising manager, and at right is C. H. Butler, account executive for Stockton, West, Burkhart, Inc., Estate's advertising agency.

### MUNY OPERETTES INSPECT ADCLUB SAMPLE BAGS



The Muny Operettes borrowed from Hotel Jefferson's Club Continental for the 38th annual Christmas party of the St. Louis Advertising Club paused during rehearsals to inspect the "sample bags" which went to each of those in attendance at the affair.



# What's Ahead in Advertising?

What does 1941 hold for advertisers, for agencies, for media and services in the advertising field?

The impact of the defense program on the national economy of course means humming factories, bulging payrolls, expanding retail volume and heavier industrial buying. Hence it sets the stage for increased advertising and promotional activities of all kinds to take advantage of rapidly expanding markets and accelerated purchasing of every type of product.

But advertising will have its problems—problems related not only to the selection of markets and media, but also to governmental supervision and regulation, the consumer movement and other aspects of the pressing public relations situation. How these will be met and how advertising will adapt itself to the effects of the defense boom will be told in the

## *Annual Forecast and Review Number* *January 13, 1941*

The editorial staff of ADVERTISING AGE, in keeping with a tradition of many years, is making this issue not merely one recording the high lights of the previous year—and 1940 supplies material for plenty of comment—but also visualizing as clearly as possible the details of the dim outline looming ahead, which the calendar calls 1941. The Annual Forecast and Review Number will thus stimulate interest and clear thinking. It will play its part in helping advertisers to formulate successful policies for a new year which may be new in many unexpected, significant ways. Because of its exceptional character and reader interest, it is a number of unusual value to our advertisers. For that reason we suggest early space reservations and prompt delivery of copy and plates. The final closing date is January 9.

**Forms Close Thursday, January 9. Rush Copy!**

# Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

NEW YORK  
330 W. 42ND ST.

CHICAGO  
100 E. OHIO ST.

ATLANTA  
WALTON BLDG.

LOS ANGELES  
GARFIELD BLDG.

SAN FRANCISCO  
RUSS BLDG.